

The NATIONAL UNDERWRITER

Life Insurance Edition

Four New Englanders earn \$8,595 in their first month

Boston, Mass.

Mr. F. J. O'Brien, Vice President
The Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

I have just completed a review of the first month's business for four of our most recently appointed New England associates and I thought you would like to know of their immediate success.

Edwin R. Breslin, new General Agent in Worcester, Massachusetts, sold 24 cases for a face volume of \$94,250 during his first month. His personal first year's commission on this business will amount to \$3,778.61. Ed has had four years of experience in the insurance business and the majority of his time was spent selling accident and health protection. Incidentally, every application written was on one of our "exclusive" plans.

Lloyd (Lou) Conrad and Clarence (Bud) Warner, doing business as The Conrad-Warner Agency in Newport, Rhode Island, during their first full month completed 25 sales for a total face volume of \$67,190. Their first year's commission on this business will amount to \$2,578.21. All but three of their cases were on the "exclusive" plans.

Joseph (Jerry) Joyce, newly appointed General Agent in Pittsfield, Massachusetts, personally sold 30 cases for a face volume of \$56,500 during his first month. Jerry will receive a commission amounting to \$2,238.54 on this business. The majority of his cases were on our "exclusive" plans.

The results of these four men are quite pleasing to me but I fully realize that this is not unusual with our company, due to our wonderful "EXCLUSIVES" which need no selling—simply explaining—and are without competition in the industry.

Cordially

Albert Mehrbach, Jr.
Resident Vice President



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America
Over a Billion Four Hundred Million Dollars of Insurance in Force



Edwin R. Breslin



Lloyd (Lou) Conrad



Clarence (Bud) Warner



Joseph (Jerry) Joyce

FRIDAY, SEPTEMBER 4, 1953



"PATTERN OF SUCCESS"...

... to be considered for a career with Cal-Western, every prospective agent must have demonstrated a history of success in previous occupations.



... the Cal-Western Agent is a **CREDIT** to his profession

... and yours!

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY
HOME OFFICE SACRAMENTO

QUALITY MARKS

"One of The Best"



NEW HOME OFFICE UNDER CONSTRUCTION

Purely Mutual Operation
Over Half Century Service
Highest Possible Rating
Very Low Net Cost
Growth... 50% in 6 years
\$365,000,000. Insurance
\$123,000,000. Assets
\$ 10,500,000. Surplus

Trained General Agents
Trained Life Underwriters
Generous Compensation
Liberal pensions
Modern underwriting
Right size to serve
Right size to be friendly
Ideal midwestern location

Life Underwriters and General Agency minded men Both like "ONE OF THE BEST" FOR A BETTER FUTURE.

CENTRAL LIFE ASSURANCE COMPANY • DES MOINES IOWA

A Two Fold Purpose

Every life underwriter can take pride in the thought that he insures, not only a life, but a way of life. Life insurance is an integral part of America ... the land of independence, freedom and individual security.

BENEFICIAL LIFE
INSURANCE COMPANY

David O. McKay, President

Salt Lake City, Utah

ATLANTIC PROGRESS REPORT NO. 4

The Greatest Month in Atlantic's History

A new high in paid-for business is evidence of continuing achievement

Each May Atlantic Life conducts its Anniversary Sell-E-Bration. The agency force makes every effort to place Atlantic protection on as many lives as possible.

In this year's observance Atlantic representatives paid for more than \$6,000,000 of new business to set an all-time record for this 53-year old company. In addition, a substantial number of Accident and Sickness and Hospitalization contracts, offered for the first time this year, were placed.

The notable gains being recorded by Atlantic and its agency force are evidence of quality contracts at favorable rates with unexcelled service to the policyholder.

ATLANTIC LIFE
INSURANCE COMPANY

HOME OFFICE: Richmond, Virginia

More than a Half Century of Service

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

57th Year No. 36
September 4, 1953

Collins Wins NALU Secretary Post; Six Trustees Elected

Gilmore, Walker, Bethea
Other Officers, Russell
Award to Anderson

Stanley C. Collins, Metropolitan Life, Buffalo, won out over Harry J. Syphus, Beneficial Life, Salt Lake City, the nominating committee's choice, in the election for secretary of the National Assn. of Life Underwriters at the annual convention in Cleveland. This was the only officer post about which there was a contest.

The trustee election resulted in six being elected for two year terms: William D. Davidson, Equitable Society, Chicago (reelected); John C. Donohue, Penn Mutual, Baltimore; Elsie S. Doyle, Union Central, Cincinnati; Theodore M. Green, Massachusetts Mutual, Oklahoma City; M. W. Peterson, Lincoln National, Charlotte, N. C., (reelected); and Howard C. Ries, Equitable Society, Everett, Wash.

C. L. O'Quinn, Aetna Life, Laurel, Miss., nosed out J. Weldon Crawford,

Collins wins out over Syphus in secretary contest. Winners in trustee election: Davidson, Donohue, Doyle, Green, Peterson, Ries, O'Quinn.

John Newton Russell memorial award goes to C. Vivian Anderson.

Trustees decide to have committee look over other cities besides Washington as possible headquarters locations for N.A.L.U., as recommended in resolution passed by national council 104-49.

Dues increase of \$2 a year voted by convention, in line with recommendation of national council. Convention votes to continue membership year on calendar year basis, rejecting amendment aimed at starting each new member's membership on date of affiliation.

Penn Mutual, Little Rock, for the one-year term resulting from the advancement of Robert L. Walker to vice-president.

As reported in last week's issue, the refusal of John D. Marsh, Lincoln National, Washington, D. C., the N.A.L.U. vice-president, to permit himself to be nominated for president from the floor left the way clear for the uncontested election of Robert C. Gilmore, who is an agent of Mutual Benefit Life at Bridgeport, Conn. R. L. Walker, Peninsular Life, Orlando, Fla., and Osborne Bethea, Prudential, Newark, who was renominated, were the sole nominees for vice-president and treasurer, respectively.

As a result of the resolution passed by the national council 104-49, the trustees decided to reopen the question of what city N.A.L.U. should locate its headquarters in. This would be done by a committee—presumably the special committee on relocation headed by Charles E. Cleeton, Occidental of California, Los Angeles, past president. The committee would visit various cit-

(CONTINUED ON PAGE 13)

Bar Group Elects Beechwood to Head Insurance Section

George E. Beechwood of Conlen, Le Brun & Beechwood, Philadelphia, was named chairman of the insurance section of the American Bar Assn. at the Boston meeting to succeed Ralph H. Kastner of American Life Convention. Walter Mansfield of Detroit is first vice-chairman and W. Percy McDonald of Memphis is second vice-chairman. The secretary is Welcome D. Pierson of Oklahoma City. Named as members of the insurance section council are L. J. Carey, general counsel of Michigan Mutual Liability; George W. Orr, director of claims for U. S. Aviation Underwriters, and John J. Wicker, Jr. of Richmond, Va.

Chicago was selected as the site for the 1954 A.B.A. meeting.

Aside from the prepared papers, many of which have been reported in THE NATIONAL UNDERWRITER, there were several panel discussions. One covered the presentation of a medical-legal case and there was another on "Preparation for Trial."

Ohio Nat'l Has in Force Figure Over \$600 Million

Ohio National Life during August passed the \$600 million mark of life insurance in force. This is a gain of more than \$100 million in force in less than two years.

NALU Nominators Picked for 1954 Convention

The following constitute the nominating committee for the 1954 election of the National Assn. of Life Underwriters:

General agents and managers, Robert Clark, California-Western States Life, Houston, and John N. Lenhart, Great-West Life, Cleveland; agents with no field management responsibility, Chauncey D. Cowles, Jr., Northwestern Mutual Life, Buffalo, and Loren D. Stark, Connecticut Mutual Life, Houston; general agents and managers with previous experience on the nominating committee, Oren D. Pritchard, Union Central, Indianapolis.

A by-law provides that there shall be two general agents or managers elected to the nominating committee out of a list of the five nominees, two agents out of five nominees and one from among five nominees having previous experience on nominating committees. The five nominees with previous experience are general agents and managers in the one year and soliciting agents in the next.

The election results were not announced until last Friday and there wasn't time for the committee to get together and elect a chairman. Choice of a chairman will be by a mail vote of the committee members. The chairmanship traditionally alternates between agents and managers and this would indicate that the chairman will be a manager.

Army Military Sales Rules Turn Company Eyebrows

WASHINGTON—The army regulations implementing the Defense Department directive covering sale of life insurance on military reservations have tacked on a requirement that companies assume full responsibility for their agents. The term is so broad that it has caused some concern among life companies as to how far the army intends to hold companies responsible for the acts of their agents.

There may be an effort to get the newly issued regulations clarified, although it is possible that after consideration it may seem wiser to leave the point unclarified, since there is a good chance that the department of the army would interpret "responsibility" in a very broad way.

The Defense Department directive of May 27 required that life companies supply their agents selling on military reservations with letters of certification defining the agents' authority and stating that the policies to be sold conform with the Guertin laws. This latter requirement caused some concern at first, because not all policies are based on the Guertin laws, but this was straightened out so that non-Guertin policies can be measured against other standards.

Agents are required to furnish to an applicant a resume telling all about the policy that is being offered, so that he can take it up with his insurance officer.

The army regulations, which are the toughest issued by any of the three services, prohibit solicitation of "captive" audience or talks on insurance by commercial life insurance agents, state insurance commissioners, better business bureaus, chambers of commerce, and the like and are

(CONTINUED ON PAGE 13)

Strike Slows Delivery of NALU Convention Issues

The three daily issues published by the National Underwriter reporting in detail the National Assn. of Life Underwriters convention at Cleveland are reaching regular subscribers later than planned because of a wildcat strike.

In order to include all late convention details in the dailies, it was decided to publish them at the convention city. After the first issue was published, however, strikers at the printing plant refused to allow the copies to leave the press room. Although late, all three issues will reach regular subscribers.

Deliveries of two issues at the convention sessions were on schedule, though distribution for one day was somewhat late.

Varcoe to Ind. Farm Bureau

For the first time, Indiana Farm Bureau Life has employed a full time actuary in the person of Turner Varcoe. Mr. Varcoe has been assistant actuary of Teachers Insurance & Annuity. Before that for 13 years he was with Volunteer State Life in an actuarial capacity. He is an associate of the Society of Actuaries.

Weigh Makeup of New NALU Board as Factor in 'Home' Site

Westerners Gain, But
Some See 'Conservatism'
Aiding Pro-East Sentiment

By ROBERT B. MITCHELL

How the changed composition of the National Assn. of Life Underwriters board of trustees plus its decision to reopen the question of a headquarters city following the national council's recommendation will affect the ultimate choice of a location of a new home for N.A.L.U. has been the subject of much speculation since the election last week at Cleveland.

What has to be borne in mind in this connection is that Washington, D.C., selected by the board of trustees at the end of the mid-year meeting last April in Chicago, was not a popular choice but a compromise that had the fewest votes against it. It was something the pro-New York and pro-Chicago adherents could get together on, however reluctantly.

Purely on the basis of where its members hail from, the new board (including the officers) has one more from the west or middle west and one less from the east than did the old board. Of those going on the board for the first time, only one is from the east—John C. Donohue, Penn Mutual, Baltimore. Of those going off the board, two are easterners—John D. Marsh, Lincoln National, Washington, D. C., former vice-president, and Winston Emerick, New England Mutual, Johnstown, Pa.

It doesn't necessarily follow, of course, that trustees will favor east or west according to their own respective bases of operation. But the endeavor to get N.A.L.U. headquarters out of New York City and even away from the New York metropolitan area didn't derive its strength from the east.

Cited by some observers—particularly those who would like to see N.A.L.U. continue in the New York area—is what they refer to as the more "conservative" makeup of the new board as now constituted. They don't mean that the old board was in any way radical but rather that the new board seems likely to progress in a somewhat more deliberate fashion than the old board, even at the risk of being called overly cautious by those who want the headquarters location settled more quickly.

Those who profess to discern this more "conservative" attitude think it may result in greater reluctance to move national association headquarters out of the New York City area. They also point out that even without a more conservative point of view, the board would be forced into a realization that Washington, D. C., was not a popular choice with the N.A.L.U. membership, since the vote to recommend surveying other cities passed the national council 104 to 49.

Tell Disappointment Over Syphus' Loss as N.A.L.U. Official

Widespread disappointment has been expressed over the fact that because of the no-third-term-for-trustees tradition in the National Assn. of Life Underwriters Harry J. Syphus is now off the board of trustees. He was a candidate for secretary but lost the election to Stanley C. Collins, Metropolitan Life, Buffalo.

Because of a resolution passed at the national council meeting two days earlier when the nominations were announced, any defeated officer candidate was automatically eligible for addition to the trustees slate. However, Mr. Syphus indicated that he would not run for trustee if defeated for secretary.

Those who have followed Mr. Syphus' career in life insurance and in association work feel it is a distinct loss to N.A.L.U. to take him out of the line of possible succession to the presidency. They point to apparently well founded reports that he lost the secretary election by only seven votes as an indication that he is widely popular in N.A.L.U. even though he didn't get the secretary job.

Prudential Mid-America Post to Dr. Oberlander

Dr. Andrew J. Oberlander has been named medical director of the Mid-America home office of Prudential, effective Oct. 1. Dr. Oberlander will be in charge of all Prudential medical department activities in the area covered by the Mid-America office now under construction in Chicago.



Dr. A. J. Oberlander

Dr. Oberlander has been with National Life of Vermont as medical director. He is a graduate of Dartmouth College, where he was All-American halfback, and of Yale University school of medicine. Before joining National Life in 1940, he served on the faculties of Ohio State University and Wesleyan University and in 1938 became university physician at the University of New Hampshire. He is a navy veteran.

Knights of Columbus Elects L. E. Hart Supreme Knight

Luke E. Hart, St. Louis attorney and a distinguished Catholic layman, was elected supreme knight of the Knights of Columbus at the annual convention of that organization's supreme council at St. Paul. Mr. Hart, for 31 years supreme advocate of the order, succeeds John E. Swift of Boston who decided not to seek reelection.

Mr. Hart is well known in insurance circles and climaxed a long period of activity with the National Fraternal Congress by serving as its president in 1951-52. Several world renowned citations have been bestowed upon Mr. Hart, including one from France, from Spain as well as others awarded by the Pope.



Luke E. Hart



New officers of the American Society of C.L.U.'s shown at that organization's annual meeting held in Cleveland in connection with the N.A.L.U. convention. From left, Harry Krueger, Northwestern Mutual Life, secretary; George Neitlich, Metropolitan Life, Boston, 2nd vice-president; Gerald W. Page, Provident Mutual Life, Los Angeles, president; Frank Cooper, Southwestern Life, Fort Worth, 1st vice-president; Frederick W. Floyd, Life of Virginia, Philadelphia, treasurer (reelected), and Leroy G. Steinbeck, Philadelphia, who continues as managing director.

Speakers, Topics Listed for Rally of Medical Directors

The scientific part of the program has been completed for the annual meeting of Assn. of Life Insurance Medical Directors, scheduled for Oct. 14-16 at New York city.

The opening talk, dealing with "Some Implications of Recent Changes in Mortality," will be given by Edward A. Lew, actuary and statistician of Metropolitan Life. A panel discussion on "Systolic Heart Murmurs" will follow, the participants being Dr. Henry B. Kirkland, Prudential; Dr. Edson E. Getman, New York Life; Dr. K. Jefferson Thomas, Metropolitan, and Dr. Harry E. Ungerleider, Equitable Society.

Other speakers and their topics that day are Dr. J. Scott Butterworth, New York University, "Accurate Recording of Heart Murmurs"; Dr. Fredrick J. Stare, Harvard University, "Changing Aspects in Nutrition"; Dr. Edgar M. Medlar, Biggs Memorial Hospital, Ithaca, N. Y., "Unfinished Business in Tuberculosis"; Dr. David M. Spain, Westchester County, N. Y., medical examiner, "The Potential Coronary" and Dr. George P. Robb, Metropolitan Life, "What Happens to Men Disabled by Heart Disease."

Speakers Thursday are Dr. Thomas H. Ham, Western Reserve University, "An Experiment in Medical Education"; Dr. Cuyler Hammond, American Cancer Society, "Possible Etiologic Factors in Lung Cancer"; Dr. Peter G. Denker, Cornell University, "The Evaluation and Classification of Neuropsychiatric Disorders"; Dr. George M. Wheatley, Metropolitan Life, "The Physician and Accident Prevention"; Dr. William Bolt and Dr. Reynold S. Brown of New York Life on "The Present Status of Radiation Safety."

A panel discussion on "A. & H.-Hospitalization Insurance—A Problem for Mutual Understanding" and two addresses make up the Friday program. Panel participants are Dr. Ralph M. Filson, Travelers; Ralph T. Heller, 2nd vice-president of Prudential; Wendell A. Millman, vice-president of New York Life, and Dr. Linford H. Lee, Pacific Mutual Life. In addition talks

will be given by Dr. Ennion S. Williams, Life of Virginia, on "One Year's Experience in Family Hospital and Surgical Expense Insurance", and Dr. Joseph C. Horan, Metropolitan Life, "Morbidity Experience Under Personal A. & H. Insurance."

Murphy Feted as New Head of NAIC

Commissioner Murphy of South Carolina, the president of National Assn. of Insurance Commissioners, was given a testimonial dinner in Columbia, S. C., by nearly 300 representatives from all segments of the insurance industry honoring his election as head of N.A.I.C.

Sponsored by the insurance industry of South Carolina, the dinner was also attended by a number of out-of-state people and 15 commissioners from various states. Besides the commissioners, a number of other persons prominent in the insurance field attended. Among the guests were: Charles R. Fischer, Iowa commissioner; E. A. Faircloth, Florida deputy commissioner; Superintendent Leggett of Missouri; Commissioner Allyn of Connecticut, Superintendent Longshore, of Alabama.

Also, Leslie of Pennsylvania; G. A. Smith, casualty commissioner of Texas; Sullivan of Kansas. Bowles of Virginia, Dickey of Oklahoma, Larson of Florida, Cheek of North Carolina and N. R. Johnson, American Mutual Alliance of Chicago.

Also Cravey of Georgia, W. Lee Shield, associate general counsel of American Life Convention; Henry S. Moser, Allstate counsel, Chicago; Northington of Tennessee, Goebel of Kentucky, Hugh L. Pollack, N.A.I.C. secretary, Chicago; Spalding Southall, N.A.I.C. Chicago, and Combs of Arkansas.

Washington National Names Edelman at Philadelphia

Washington National has appointed William J. Edelman general agent at Philadelphia.

Mr. Edelman was with Prudential for a number of years, first as an agent and later as assistant manager at Philadelphia. He also for several years was in the casualty field, operating his own agency.

He succeeds the late Jack Sokohl.

Announce Speakers for I.H.O.U. Chicago Meeting Nov. 5-7

Speakers have been announced for the annual meeting of Institute of Home Office Underwriters, to be held at Chicago Nov. 5-7.

Besides the various discussion sessions, there will be addresses by Morris Pitler, assistant director of underwriting, Mutual Life of New York; Dr. Paul H. Langner, Jr., associate medical director, Provident Mutual Life; Dr. Ralph R. Simmons, medical director, Equitable Life of Iowa, and Joseph C. Wilberding, executive secretary of the Medical Insurance Bureau executive committee.

The executive committee meeting is scheduled Wednesday afternoon preceding the convention at which time committee reports will be given.

William H. Harrison, underwriting executive of Security Mutual Life of Binghamton, is I.H.O.U. president, and general chairman for the meeting is J. H. B. Peay, Jr., assistant secretary of Life of Virginia. It is expected that attendance will exceed 450. A special program is planned for the ladies and there will be an informal reception the evening of Nov. 5.

Membership of the institute now stands at 237 companies, recent additions being London Life, Pacific National Life, Great American H. & L. Pacific Mutual Life, and First American Life of Houston.

Introduces Four Policies, Eliminates War Clause

Aid Association for Lutherans has adopted four special minimum amount life plans, one of which is a special whole life plan available in minimum amounts of \$10,000.

The association recently commenced issuing double indemnity benefits on juvenile lives. No death benefit, except return of premium, is payable on double indemnity certificates for death prior to the first birthday anniversary.

The use of war risk and aviation exclusion riders has been discontinued. In addition, all such riders attached to life certificates issued since the outbreak of the Korean war are canceled.

New non-medical limits are up to \$10,000 at ages 5 through 40 and \$5,000 from ages 0 through 4 and ages 41 to 45 during any one year.

Mo
Wi
As
the e
week
Mars
the n
Life
count
for p
tee,
parti
those
for v
presi
belle
of his
him t
mean
"M
under
felt i
Natio
how
suppo
WRI
App
Cou
W
of W
was a
of Fe
the ti
ford
C. B.
of M
was a
his p
tion.
The
taken
that
John
plem
durin
Fede
edito
the a
healt
tions
Read
was
ance
be re
insur
ey,"
Law
Robin
tion
cause
an ar
couns
and f
derw
Appl
Nat
Buy
Ph
mon
tiona
first
asset
1952
cians
The
be ha
ers L
A.
eran
will
for N
Rev
Pr
ager
G. Q
iel P
brok
Mr
mana
joine
advan
last y

Marsh Thanks His Backers, Tells Why He Withdrew as NALU Presidential Candidate

As he prepared to leave Cleveland at the end of the N.A.L.U. convention last week, one of the main things on John Marsh's mind was how to thank all the members of the National Assn. of Life Underwriters throughout the country who had backed his candidacy for president and before that for trustee, secretary, and vice-president. He particularly wanted to make clear to those not at the convention his reasons for withdrawing as a candidate for president, for there were many who believed so strongly in the rightness of his position that they wanted to back him to the finish, even though it might mean a last-ditch fight.

"My backers here at the convention understand that I withdrew because I felt it was in the best interest of the National association and they know how deeply I appreciate their loyal support," he told a NATIONAL UNDERWRITER representative. "Through your

paper I'd like to tell the many N.A.L.U. members who have worked in my behalf, not just now but over the years, of my gratitude for their faith in me. I'd like to write to every one of them but there are many whose names I don't know.

"I know that many of these friends felt I should make an all-out campaign for the presidency of N.A.L.U. But since there was the division of opinion among N.A.L.U. members on whether or not the president should be in the securities business, even to the limited extent that my associates and I are in it, it became clear to me in the interest of association harmony there was only one course to take. I believe that if all my backers had all the facts as they have unfolded in the last week or so they would agree that my decision was the best one for the National association. Whether it was the best one for me as an individual is not important."

Appleman's Relation With Counsel Body Is Clarified

William E. Mooney, general counsel of Woodmen of the World of Omaha, was appointed editor of the Quarterly of Federation of Insurance Counsel, at the time of the annual meeting at Bedford Springs, Pa. He takes over from C. B. Robinson of the Chicago law firm of Meyers & Matthias. Mr. Robinson was also editor of the Quarterly during his period as president of the Federation.

THE NATIONAL UNDERWRITER was mistaken in saying in its Aug. 27 edition that the editor of the Quarterly was John A. Appleman of Illinois. Mr. Appleman did originate the Quarterly during his term as president of the Federation from 1950-52 and he was editor of it during that period. He is the author of the article unfriendly to health and accident insurance operations that appears in the September Readers Digest. While Mr. Appleman was editor of the Federation of Insurance Counsel Quarterly, he caused to be reprinted there a blast at A. & H. insurance entitled "Jokers Cost Money," that he had written for Mississippi Law Review. Subsequently when Mr. Robinson was president of the Federation and editor of the Quarterly, he caused to be printed in the Quarterly an article by Robert R. Neal, general counsel of North American Accident and former president of H. & A. Underwriters Conference, replying to the Appleman attack.

National Bankers, Tex., Buys Physicians L.&C.

Physicians Life & Casualty of Richmond, Va., has been purchased by National Bankers Life of Dallas. At the first of the year, Physicians had total assets of \$55,791. Its cash income for 1952 was \$399,005. President of Physicians was Mack L. Harvey.

The business of Physicians now will be handled by the new National Bankers Life regional office at Richmond.

A. L. Flora, a 20-year insurance veteran who has been with Physicians, will be regional director at Richmond for National Bankers.

Revamps Boston Setup

Prudential has realigned its managerial setup at Buffalo, naming James G. Quinnivan manager to succeed Daniel P. Sullivan who becomes director of brokerage business there.

Mr. Sullivan was named Buffalo manager two years ago. Mr. Quinnivan joined Prudential at Hartford in 1946, advancing to associate manager there last year.

"Search That Never Ends" Themes Given for Sept.

Three timely programs on "Highway Safety," "Neurosis," and "Rehabilitation" will be dramatized on "The Search That Never Ends" by the Mutual Broadcasting System in cooperation with the Institute of Life Insurance during September.

"Highway Safety," focusing its microphones on the Labor Day weekend, will feature Ned Dearborn, president of the National Safety Council, as guest speaker.

The program on neurosis will present as guest speaker Dr. Paul Lemkau, professor of public health administration in mental hygiene, John Hopkins University.

The medical and scientific steps that are being taken to rehabilitate cardiac, tuberculosis and other type patients for a useful role in society will feature Edward Hochhauser, director of the famed Altro Workshop, as guest speaker.

D. Louis I. Dublin, the institutes' consultant on health and welfare, will introduce the guest speakers.

The programs to be heard Tuesday, Sept. 1, Sept. 8, and Sept. 15, respectively, are broadcast from 9:05 to 9:30 p.m., EDT.

Life & Casualty Advances De Jean to Assistant V.P.

Charles W. DeJean, Houston manager for Life & Casualty, has been promoted to assistant vice-president. He will serve as assistant manager for the Texas division under vice-president John E. Kay.

Mr. DeJean joined Life & Casualty in 1940, and, after army service, led the entire company in production in 1948 and 1950. He was advanced to superintendent in 1951, and to manager at Baton Rouge in 1952. He went to Houston in 1953.

Last February, Life & Casualty purchased the industrial division of Franklin Life and the Texas division now is comprised of 13 district offices, with headquarters at Houston.

Elect Hack at Boston

Baltimore C.L.U. chapter has elected Morris B. Hack, president; Bertram A. Frank, vice-president; Robert B. DuVal, treasurer, and Robinson Brown, Jr., secretary.

With the cooperation and participation of Baltimore Life Underwriters Assn., General Agents & Managers Roundtable and Life Insurance Trust Council, the chapter will sponsor a program to advance underwriter education in the year ahead.

PRAISE THE LORD AND PASS THE AMMUNITION!



A Navy Chaplain, aboard the Cruiser New Orleans, uttered the above, oft-repeated, famous statement. It could well be the plea of every insurance representative. Pan-American Life Insurance Company offers the following "ammunition":

Fine training
Excellent sales aids
Highly competitive merchandise
Career contract for career men

IN ADDITION—

Unexcelled Home Office
Underwriting and Service

Pan-American's liberal
compensation plan includes:

NON-CONTRIBUTORY

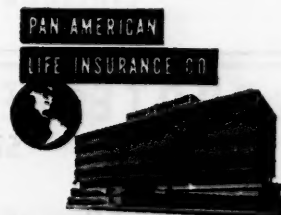
- | | |
|--------------------|------------------------|
| 1. Hospitalization | 3. Pension Plan |
| 2. Group Insurance | 4. Disability Benefits |

For information Address
CHARLES J. MESMAN
Superintendent of Agencies

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



NEW ORLEANS, U. S. A.

Follmann Protests Readers Digest A. & H. Article

Joseph F. Follmann, Jr., manager of Bureau of A. & H. Underwriters, has written the editor of *Reader's Digest* protesting the false inferences, half-truths, and harmful innuendoes of the article on A. & H. policies in the September issue of that magazine. He deplores the fact that the article is obviously out of focus because it makes the rare exception appear to be the rule. Mr. Follmann reviewed the article in manuscript prior to publication and does note that this distortion is far less in the published article than in the

original manuscript.

Commenting on the caption above the title of the article, which states that the "big print gives it to you and the little print takes it away," he wonders why Amos and Andy, as intelligent entertainers as they are, are quoted as authorities on insurance matters. The laws in the vast majority of the states have for many years made it impossible for this quote to be correct, he writes, and the author, who has a 25-volume work on insurance law and practice, should be well acquainted with that fact.

• An \$805,000 mortgage on a 16-story apartment building at Chicago has been made by *Travelers*.

Wall Street Journal Story Reviews Gain in Insurance Sales

The *Wall Street Journal* in a story on the front page of its Sept. 1 issue takes a look at the life insurance business, recounting its sales records of recent years and setting forth some of the reasons therefor.

Noting that the increase in insurance in force since 1945 has equaled the increase for the preceding 27 years, the article carries the prediction that by the end of this year more than 90 million persons will be life insurance policyholders, owning a face amount of \$300 billion.

Sales figures for the current year are reviewed for several of the major New York companies, all of which show a sizable increase. Behind these continuing gains, the article states, is an increased public ability to buy, plus realization of the need for broader coverage. Other factors pointed to are the big post-war increase in home ownership, increasing parental desire that children be better educated, and better selling on the part of insurance agents.

The article refers to the estate planning specialist as a contributing factor toward the greater sale of large policies. It recounts the activities of one midwestern agent who approaches only men at least 55 years old with the highest credit rating. Last year, the article states, this agent "rung up the almost fantastic sales total of \$50 million." The agent is unidentified.

Other reasons given for sales of big policies are the tax-saving features of life insurance and the increasing business use of insurance.

Accounting for the biggest gains, however, according to the article, is group insurance. The increase in 1953 sales for that coverage is shown as 38%, about double the rise of all other kinds of insurance. Elimination of wage control, with its curb on fringe benefits, is given as the reason. Several large group plans are described, such as that of Hudson Motor Car Co. under which New York Life insures 14,000 employees, adding up to \$60 million of coverage.

Group insurance, the article states, gradually is displacing industrial coverages. For the first six months of 1953, the industrial business gained only 6% as against 20% for all kinds of life insurance sales.

The article also refers to the increased efforts to professionalize insurance selling. It describes the type of training the average new agent receives today, and mentions the C.L.U. program.

Larson Calls Miami Meet

Commissioner Larson of Florida on Sept. 11 will have two meetings in Miami to discuss and explain the new insurance laws enacted by the recent legislature. In the morning the fire and casualty people will sit in, and in the afternoon life and A. & H. will be discussed.

Ohio Farm Bureau Sets Record

July issued and paid-for ordinary business of Ohio Farm Bureau Life reached \$16,539,000 to exceed the previous high for any one month by more than \$500,000. For the first seven months of the year, such business totals \$91,350,000, a gain of 22.2%. Insurance in force at July 31 was \$630,005,000.

We Salute . . .

OUR GENERAL AGENT
PAUL E. GARRETT
Spokane, Washington



Starting his life insurance career in 1936, General Agent Paul E. Garrett of Spokane has been, and still is, a star performer for The Ohio National. Through the years, all while building one of our largest and most successful agencies, he has set a shining example for his associates as a personal producer. Besides winning Leaders Club honors repeatedly, Mr. Garrett has met all requirements of the Million Dollar Round Table during the past three years to qualify as a Life Member of that distinguished organization.

**THE OHIO NATIONAL
LIFE INSURANCE CO.**
Cincinnati



PROTECTED HOME CIRCLE
SHARON, PA.
FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society
JOSEPH SPENCER, President L. D. LININGER, Secretary
SHARON, PA.

ACTUARIES

CALIFORNIA

**COATES, HERFURTH &
ENGLAND**

CONSULTING ACTUARIES

San Francisco Denver Los Angeles

GA.-VA.-N.Y.

**BOWLES, ANDREWS &
TOWNE**

Consulting Actuaries

Employee Benefit Plans

Atlanta • Richmond • New York

ILLINOIS

CARL A. TIFFANY & CO.

CONSULTING ACTUARIES

211 West Wacker Drive

CHICAGO 6

Telephone FRanklin 2-2633

Harry S. Tressel & Associates

Certified Public Accountants

and Actuaries

10 S. La Salle St., Chicago 3, Illinois

Telephone FRanklin 2-4020

Harry S. Tressel, M.A.A.A. Wm. H. Gillette, C.F.A.

M. Wolfman, F.S.A. N. A. Moscovitch, A.S.A. W. P. Kelly

Robert Murray

CHASE CONOVER & CO.

Consulting Actuaries

and Certified Public Accountants

M. F. BRENNAN, M.C.A.

A. S. BOYD, JR. — KENNETH CAMDEN, C.F.A.

Telephone FRanklin 2-3863

135 S. La Salle St. Chicago 3, Ill.

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis Omaha

MICHIGAN

ALVIN BORCHARDT

Consulting Actuaries

76 West Adams, Detroit 26, Michigan

Phone WOodward 1-9515

NEW YORK

Consulting Actuaries

Auditors and Accountants

Wolfe, Corcoran & Linder

116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY

ASSOCIATE

E. P. Higgins

THE BOURSE

PHILADELPHIA

Handicaps of State by State Rule of A. & H. Told by Rydman

In his address before American Bar Assn. at Boston entitled "The Public Stake in Minimum Disability Insurance Regulation," Robert H. Rydman, associate general counsel of H. & A. Underwriters Conference, took up the difficulties companies have had with relatively minor laws effective in only a few states, and mentioned the danger of rate regulation of A. & H.

To overcome the problem on a broad scale, Mr. Rydman noted that in recent years several uniform insurance laws have been enacted. One of these is the uniform individual A. & H. policy provisions law. This bill has the backing of a number of commissioners. It tends to iron out differences in requirements among the states. However, one weakness that the companies and the commissioners have shown is failure to give enough thought to relatively minor laws peculiar to only a few states. These laws almost always come into being as the result of an expediency. For example, there was an evil which a public official thought needed correction. A law was drawn up "around" the problem and the commissioner or his staff member agreed to a certain interpretation which would correct any difficulties in the bill itself.

The trouble is, Mr. Rydman commented, that the time comes when that department official leaves office and his successor deliberately or otherwise places a different interpretation on the law. In the meantime, two or three other states add this law to their books and a few others make it a ruling. There are three or four requirements with the slight variations in several states and no law on the same subject in other states.

While the situation exists in the laws, it is magnified in the administration. Because of administrative interpretations and rules, there are multiple problems instead of isolated ones. In the A. & H. field, this creates difficulties especially in getting policy approval. This problem is notable because there is no uniformity of form and coverage. The uniform policy provisions law has to do with the "rights" and "duties" of the contracting parties and treats the format of policies. It does not deal with benefits. The A. & H. business is hampered in getting forms approved without individual variations from state to state.

There are many special requirements which necessitate complete reprinting, inserting a special language, additions of riders, or combinations of all three, Mr. Rydman said. On the average, a company doing business in all states will use three policy forms and six to 12 riders for the same policy in order to get it approved throughout the country. Forms which are particularly unusual or new may have many more variations.

There is no sound reason for this, Mr. Rydman declared. One department has a certain rule here and elsewhere a department policy analyst has a notion about the exact words to be used in another place, while still another policy analyst prefers different words.

"There is an accumulation of these relatively minor matters which taken individually are not vital, Mr. Rydman said. "Collectively, they result in a great deal of expense, which expense is borne by the policyholders. There can be no logic in assuming some Americans can read a thought phrased one way and another group of Americans

see a different set of words intended to convey an identical thought. Many of the differences are really no greater than that. In short, the public has a real stake in there being a minimum of such regulations; not only are premium dollars being spent on matters of an administrative nature, but more important, new and better coverages are being obstructed. . . . I do not deny that it is proper for a department to insist that companies make appropriate claim payments and otherwise discharge their responsibilities. But the quibbling over words and phrases contained in policy forms is of no public benefit. . . .

The companies are highly competitive and they are not attempting to conceal their offerings to the public. By and large, they are trying to do an honest job. Those few companies which do not fit this pattern should be dealt with directly by those charged with regulating functions. Not only is there a direct approach to protect the other companies, and the public generally,

but also it is a more satisfactory system. Those who would cheat or swindle will not be stopped by changing the policy forms. They will merely devise a system compatible with the new requirement."

Mentioning that about 30 states have adopted the new standard provisions law, Mr. Rydman said the five years allowed for complete effectiveness offers the lawyers representing individual companies a chance to insist on uniform interpretation. They should avoid compromises which make for different printed matter in policy forms.

Only in one or two cases are efforts being made by states to extend departmental control in the direction of rates and regulations for A. & H., but Mr. Rydman said that armed with a few facts about the business, a lawyer can easily reach conclusions as to the effect of such control on the public generally.

He explained that A. & H. has no central collecting agencies which gather data for making purposes. There is no uniformity of policies, much less rates. The field is highly competitive and sales are not required by legislation or economic pressure in the same

sense that fire insurance, for example, might be required by lending institutions. This is particularly true of individual policies, and in the relatively minor volume of group insurance, which is compulsory, there is rate regulation. He added that competition is providing improvement in policies, while if rate regulation were to come, standardization of coverages and forms would accompany it. The business could not possibly maintain its rate of growth and its rate of progress and the public would be harmed in that it would lose the advantage of progress available through competition. The door of socialized medicine would be more accessible, he added, if this were to happen.

Since no states presently have legislative authority to undertake general rate regulation in the disability field, if such effort is made either legislatively or administratively, Mr. Rydman said the lawyers as professional men with duties to themselves and the public, should permit no temporary expediences.

W. E. McCombs of San Bernardino, Cal., has observed his 25th anniversary with Prudential.

Making Money With The Money Plan

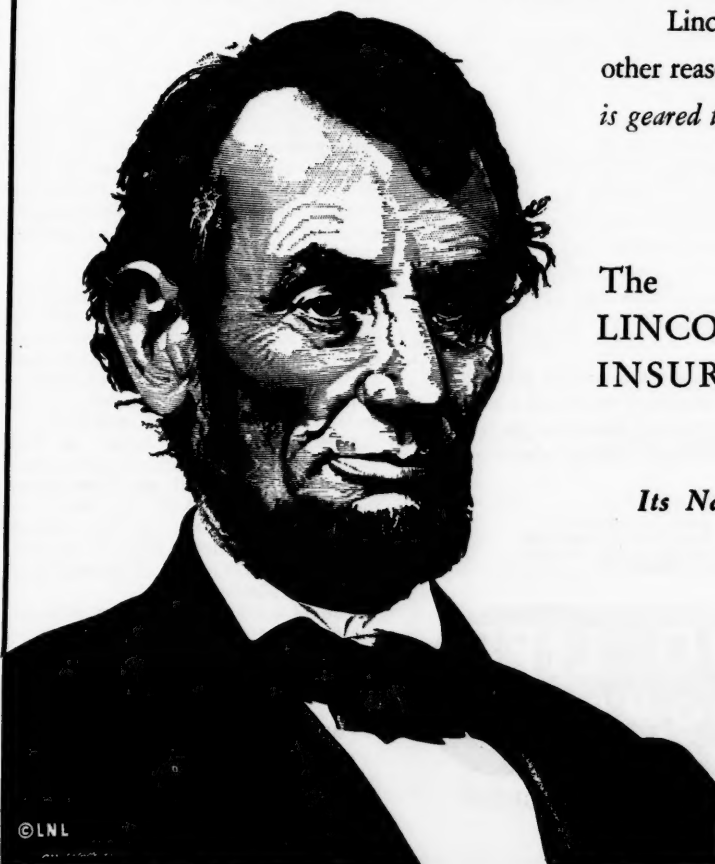
Lincoln National agents throughout the land have increased their earnings with the LNL Money Plan. This simplified programming technique in package form is built around a visual approach and presentation which gets results.

Lincoln National's Money Plan is another reason for our proud claim that LNL is geared to help its field men.

The LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

Its Name Indicates Its Character



©LNL

Minn. Mutual Plans Six Regional Sales Meets This Month

More than 500 agents of Minnesota Life will attend six regional sales meetings to be held during September.

Meetings have been scheduled at Land O'Lakes, Wis., 6-9; Atlantic City, 10-13; St. Joseph, Mich., 13-16; Edgewater Park, Miss., 17-20; Carmel-by-the-Sea, Cal., 20-23; and Santa Fe, N. M., 23-26.

Business insurance will be emphasized at the meetings, with presentation of a completely new sales unit regarding it. Other sales presentations and the development of new sales tools will be discussed.

Minnesota Mutual's recent achievement of \$1 billion of life insurance in force will be key-noted at the meetings and sound movies of the presentation of a gift educational endowment policy to a Chicago orphan will be shown. The policy was purchased by contributions from fieldmen and employees of the company.

Plans for the company's new \$2½

million home office to be constructed in St. Paul also will be presented.

N. Y. Life Names Sullivan Manager at Wilmington

John C. Sullivan has been appointed manager at Wilmington, Del., for New York Life. He was manager for the company there from 1948 to 1951 when he was recalled to navy duty. Most recently he has been at the home office as a training supervisor.

Joining New York Life in 1936 as an inspector working out of the home office, Mr. Sullivan went to Philadelphia as an agent following World War II naval duty. He later was advanced to assistant manager there. He is a past secretary of Wilmington General Agents & Managers Assn.

Life of Ga. Advances Dietrichs

Don Dietrichs has been appointed purchasing agent for Life of Georgia. He has been with the company five years. An army veteran, Mr. Dietrichs also teaches orientation classes for new employees.

Security Life & Accident, which this year is celebrating its 25th anniversary, has reached an all-time high of \$250,835,960 of life insurance in force. The company expects to reach the \$500 million mark by the end of 1958.

NAIC Unit Studying Credit Cover Rules Advocates Uniformity

The N.A.I.C. subcommittee to study rules and regulations covering sale of credit life and credit A. & H. insurance which met at Columbia, S. C., recommended that the N.A.I.C. adopt the rules promulgated by zone 3 covering this area and given to the N.A.I.C. life committee a year ago last June.

An important exception was recommended by the subcommittee, under Cheek of North Carolina, its chairman, in the section covering credit A. & H. insurance. It was recommended that the N.A.I.C. adopt a rule which reads: "The total indemnity provided under policies of credit accident and health insurance shall be an amount as determined by the individual commissioner in the rules as promulgated by him."

The committee also pointed out the need for as much uniformity as possible within the statutes among the states and agreed on a list of principles which were recommended for consideration:

All policies or certificates should clearly state the term thereof, the premium therefor, the benefits payable, and exceptions, if any. Policies, certificates or other evidence of insurance should be mailed or delivered to the insured without unreasonable delay. Policy exceptions should be a minimum consistent with the rate structure, and rates should be reasonable in relation to the benefits provided for.

All policies should protect the creditor and the insured and/or second beneficiary. Each should benefit under the policy as its interest may appear. Policies should be noncancellable by the company for the term written. If a policy is cancelled at the request of the insured, the insured should receive prompt payment of any return premium due. The term of the insurance should not extend beyond the scheduled maturity date of the indebtedness. All claims should be filed directly with the company with or without the assistance of the selling agent. All losses under policies should be paid promptly and directly by the company in accordance with policy terms. Credit insurance should be sold only through admitted companies and accredited agents.

The committee has had the problem under study for some time and in drawing up the recommended rules and principles indicated its study had shown a definite need for such regulations exists and recommended consideration of the rules and principles.

The decisions and action at this meeting will be presented to the parent committee (Life) at the mid-winter meeting of the N.A.I.C. in Miami in December. Besides Chairman Cheek, other subcommittee members are Larson of Florida, Leggett of Missouri and Goebel of Kentucky.

The N.A.I.C. examinations committee also met at Columbia at the same time under the direction of chairman Bowles of Virginia.

Western Republic Starts

Western Republic Life, the new company at Austin, Tex., opened its home office there with a meeting of producers. The company was organized by Banks L. Miller, who formerly was in the insurance business at McAllen, Tex.

Stock in the company is owned by Western Republic Underwriters. Capital is \$100,000. The company, which is to write both life and A. & H., already has appointed the following Texas managers: F. A. Epley, Midland; David Greer, Fort Worth; George Harber, Waco, and Robert Miller, McAllen.

Liberty Life Has Changes in Home Office, Field

Several appointments have been made by Liberty Life.

Dayton D. Hulburt has been named an agency assistant in the ordinary division at the home office.

Changes affecting ordinary managers include the promotion of R. J. Malcolm from manager at Charleston, S. C., to manager at Richmond, Va.; Ralph H. Seigler, from manager at Durham, N. C., to manager at Tampa, Fla.; J. Doyle Smith, from manager at Columbia, S. C., to regional manager for eastern South Carolina, including the Columbia, Florence and Charleston branches, and Wallace H. Owings, from associate manager at Columbia, S. C., to manager at Augusta, Ga.

Wade H. Stack, formerly combination manager at Statesville, N. C., is manager of a new combination branch at Morganton, N. C.



Off to College!

This fall many young people will go to college, thanks to the foresight of their parents who have recognized the necessity of higher education in the world today. Unfortunately, despite the fact that their parents had hoped to send them, there will be some young people who will not be able to go to college this fall.

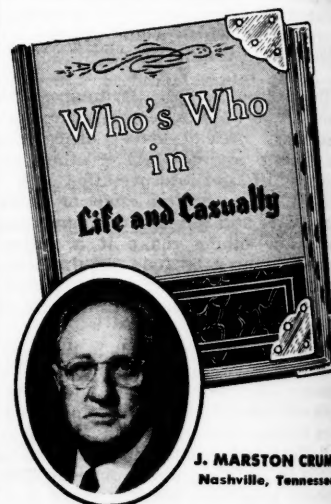
We, as Life Underwriters, have the privilege and responsibility of seeing to it that parents learn that a wisely-planned insurance program can assure their children college educations.

ASSETS OVER \$158,000,000
Insurance in Force Over \$760,000,000
Paid to Policyholders and Beneficiaries Over \$109,000,000

"Serving Since 1908"

SOUTHLAND LIFE
INSURANCE COMPANY
HOME OFFICE • DALLAS, TEXAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP



J. MARSTON CRUMP
Nashville, Tennessee

Life and Casualty's WHO'S WHO" has a special place for J. Marston Crump who has led the Company in personal production of Ordinary Increase for the PAST FOUR YEARS.

Marston Crump joined Life and Casualty December 1, 1948, and is Manager of Nashville Number 3, Tennessee District.

He is active in Church, civic and fraternal work—with hobbies of fishing, flowers and gardening, and SELLING LIFE AND CASUALTY.

The leadership of J. Marston Crump and his fellow District Managers have made Life and Casualty one of the leaders in the Insurance Industry.

Life and Casualty
Insurance Company of Tennessee

Guilford Dudley Jr., President
Home Office: Nashville, Tennessee

Life Insurance in Force
OVER ONE BILLION DOLLARS

N. Y. LIFE CHANGES

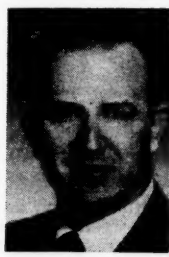
Paul Norton New Eastern Sales Head; F. T. Munsell Raised

Paul A. Norton has been appointed a regional vice-president of New York Life and F. Turner Munsell has been named a field vice-president. Mr. Norton will head the company's eastern sales region with headquarters in New York City and Mr. Munsell will be in charge of the midwestern division with offices in Chicago.

The appointments are part of the company's realignment of field operations to put greater emphasis on re-



Paul A. Norton



F. Turner Munsell

gional activities and to decentralize sales administration. Agency operations now will be divided into three geographical regions with Regional Vice-president O. R. Carter heading the western region and Regional Vice-president Dudley S. Bates in charge of the Pacific region.

Mr. Norton has been field vice-president at Chicago and with New York Life since 1933. After agency experience in the midwest he served as manager in Worcester, Boston, Philadelphia and Houston. In 1949 he was named superintendent of agencies in the home office and in 1951 became assistant vice-president in charge of group sales. He was promoted to agency vice-president in 1952 and became a field vice-president that same year.

Mr. Munsell has spent his entire business career with New York Life, starting in 1925 with the South Carolina branch. Four years later he was named assistant manager at Washington, and in 1933 manager at Trenton. After serving as manager in two New York City offices, he was placed in charge of the Philadelphia clearing house in 1941 and became manager of the Missouri clearing house in 1944. In 1950 he was made manager at St. Louis, and most recently has been assistant vice-president in charge of group sales in the home office.

CLU. Courses at K. C.

The University of Kansas City will present another full set of C.L.U. courses beginning Sept. 21. In cooperation with the Kansas City C.L.U. chapter, under John Darling, Northwestern National, the university will offer parts "A" and "C" as nine-month courses, parts "B" and "E" as intensive review courses in the spring.

McConnell to Lincoln Income

William T. McConnell, Jr., on Sept. 14 will join Lincoln Income Life as administrative assistant. Mr. McConnell for 16 years has been with the Louisville office of the federal bureau of internal revenue.

Great American H. & L. Rally

Great American H. & L. held its annual Texas convention at San Antonio with 80 agents attending. R. H. Carter, executive vice-president, awarded first prize in a 10-month sales contest to A. L. Davis, Liberty.



LIFE INSURANCE, A 4-D WONDER...

"3-D" is big news these days, with the perfection of the effect of depth as a third dimension in moving pictures.

Life Insurance has a *fourth* dimension. It enables a man to stand here today and reach out there ahead with an arrangement which will have security ready for those who will need it when they get there.

**The NATIONAL LIFE
and ACCIDENT
Insurance Company**

INCORPORATED

Home Office: NASHVILLE, TENNESSEE

A Complete Line of Coverage

*Life Insurance Accident & Health
Hospitalization Medical-Surgical*

Excellent Opportunities for Capable Salesmen

Bankers Life & Casualty Company

John D. MacArthur, President

Chicago 30, Illinois

Edwards Back to Capitol as Chief Underwriter

William W. Edwards, formerly chief underwriter for American National, has just been appointed in that capacity for Capitol Life. He has over 23 years of insurance experience. Mr. Edwards went with Capitol in 1931 and in 1944 went to American National as chief underwriter. He is past president of South Texas Home Office Life Underwriters Assn.



W. W. Edwards

Adds Rider to Term Plan

United States Life has added a special monthly income rider to its 5-year renewable term plan. Known as the centennial income agreement, the rider provides up to \$50 monthly income per \$1,000 of basic policy.

The new agreement may be added to the term policy for any period of from 10 to 30 years depending on age at is-

sue. Premium for the rider remains the same, despite the increase each five years in the renewable term plan.

The company now is offering the 5-year renewable term plan at substandard rates, up to 200%.

Miss Wyatt Now Editor

Willnita Wyatt has been appointed editor of the *Log*, monthly magazine published by Life of Georgia for agents and home office employees. She succeeds Henry Morrow, who resigned to join the sales promotion staff of Coca-Cola. Mr. Morrow, who edited the magazine for five years, also was editor of the Life Insurance Advertisers Assn. Bulletin.

Miss Wyatt has been associate editor of the *Log* for two years. She joined the company in 1950. Prior to this she was a reporter on the *Anniston, Ala., Star*. She has served as secretary of the Southern Industrial Editors Assn.

● Harvey L. Akin has been appointed district manager for Life of Georgia in Charlottesville, Va. Going with the company 21 years ago as an agent in Birmingham, Mr. Akin has been staff manager in Opelika, Ala.

He is immediate past president of the Auburn-Opelika Life Underwriters Assn.

Keiser Replaces Father in Hancock Mass. Agency

M. Clayton Keiser has been appointed general agent at Springfield, Mass., for John Hancock Mutual Life. He succeeds his father, Maynard E. Keiser, who will continue with the agency as general agent emeritus.



M. Clayton Keiser

Maynard E. Keiser began his Hancock career in 1907 at Pawtucket, R. I. He later served at Indianapolis, St. Louis and Cincinnati before becoming general agent at Springfield in 1922. He has served as president of both the Springfield and Massachusetts Assns. of Life Underwriters.

M. Clayton Keiser joined his father in 1937 and has spent his entire business career with the Springfield agency. He has been associate general agent since 1949. An air force veteran, he was president of Springfield Assn. of Life Underwriters in 1952.

G. L. McRae Is Promoted

Gordon L. McRae has been appointed assistant counsel of Northwestern Mutual Life.

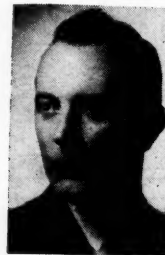
Mr. McRae was in private law practice at Bemidji, Minn., before joining Northwestern Mutual about a year ago.

Manager Status for Eagle

E. R. Eagle has been named manager of Kansas Farm Life at Manhattan, Kan. He had been acting manager for two years while Louis Miller was on leave of absence. Mr. Miller now has resigned.

Barnes in New Post

Michael F. Barnes, agency administration coordinator of Occidental Life of California, who recently was named assistant superintendent of agencies, is making his headquarters in the home office, though he devotes a considerable portion of his time to relations with Canadian agencies.



Michael F. Barnes

Going with Occidental in 1939, Mr. Barnes a short while later joined the Canadian army. He returned to Occidental in 1945, subsequently serving as manager of various home office departments and then as an agent.

Automotive, La., May Hike Stock

Stockholders of Automotive Life of New Orleans are voting on a recommendation of directors to increase capital stock and to convert the company's operation from industrial to combination.

A small amount of stock will be issued to employees, but the major part of the capital increase will come from surplus.

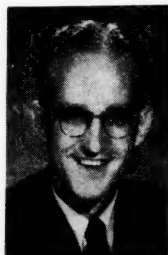
Organized in 1937, Automotive now has \$11 million of insurance in force, all industrial. The company plans to extend its operation to states other than Louisiana.

● W. C. Lichtenberg, former unit manager for Acacia Mutual Life in St. Louis, has been appointed assistant manager of Occidental Life of California's branch there. He joined Acacia in 1951 after six years as a salesman for the National Biscuit company.

Elliott Succeeds Chase for N. W. Mutual at Syracuse

J. Kenneth Elliott has been named general agent for Northwestern Mutual Life at Syracuse, N. Y., succeeding Philip R. Chase who has resigned to devote his efforts to personal production.

Following eight years' experience as a high school teacher, coach and principal, Mr. Elliott joined Northwestern Mutual at Peoria in 1935. He was ad-



J. Kenneth Elliott



Phillip R. Chase

vanced to district agent at Kewanee, Ill., in 1946.

Mr. Chase went with Northwestern Mutual in 1927 and was appointed general agent in 1947. He is immediate past president of New York State Assn. of Life Underwriters and a past president of the Syracuse association.

...and records
show that,
throughout
the length
and breadth
of the nation,
there are few
communities
indeed
without a
policyholder,
annuitant or
beneficiary of
the Sun Life
Assurance
Company of
Canada...

BEST BUY
for
"Small Fry"

For parents who want the BEST for their children—and who doesn't?—all roads lead to U.S. Life's BASIC ESTATE BUILDER. Here's why:

- (1) Rapidly accumulating CASH SAVINGS for COLLEGE, or a head start in business.
- (2) "Small Fry" protection automatically increases 5 TIMES to "grown-up" protection at age 21—same small deposits.
- (3) If continued, he can have MONTHLY INCOME of \$118.71 for LIFE, 10 years certain, at age 65—or \$18,843 in CASH from an initial \$5,000 plan.

Call your U.S. Life agency or write home office for details.

United States Life
INSURANCE COMPANY
OF NEW YORK

OUR
104TH
YEAR

Va. Legislative Group Reports on Study of "Abuses" in A. & H. Field

Increased efforts by the Virginia department to uncover fraudulent sales of health insurance in the state were recommended by a legislative interim study committee. The committee said the hiring of more investigators would enable the bureau to "take affirmative action to abate abuses and violations of the insurance laws of Virginia."

Headed by Senator J. D. Hagood of Halifax county, the six-member study group also urged that the department "give special consideration" to advertising and selling methods used in selling A. & H. insurance.

The report reviews complaints received by the Virginia department and says most of them come from individual policyholders, as contrasted with those covered by group insurance. The committee said inadequate coverage, which is back of some complaints, might stem from the insured's lack of knowledge as to his contract and benefits that may be obtained, or incomplete information or misinformation given by agents. The committee said it found some cases in which contracts were cancelled "when it became evident the insured would be a costly risk."

Asserting it was "evident" there have been instances of misrepresentation on the part of agents, the committee said: "These misrepresentations seem to occur mostly where a company uses 'itinerant agents.' These agents work a community in groups and then move on to another area. This practice tends to remove the personal responsibility of the agent to the insured."

The study group also heard evidence on certain hospital and surgical expense benefit advertising, which it described as "flamboyant and misleading." Complaints are not confined to Virginia, the committee said, adding that "they are also found elsewhere as evidenced by pending studies in other states."

The committee held that uniformity of accident and sickness benefits, and minimum accident and sickness benefits, would be undesirable "in our competitive system." It warned, however, that continued abuses on the part of a few will in the end result in added regulations and restrictions for all.

New Home Life Policies

Home Life of New York is now issuing three new junior insurance contracts, junior estate builder, junior estate builder with return premium and whole life paid-up at 85 with special 20-payment option and return premium.

The junior estate builder is a whole life paid up at 65 contract, under which the death benefit after age 21 is \$5,000 for each \$1,000 of insurance in effect prior to age 21. Under the return premium form, written in New York only, death benefit prior to age 10 is the amount of premiums compounded at 2½% per annum.

Leffler Made General Agent

Hal Leffler has been named general agent for Security Benefit Life at Wichita. He at one time was district manager there for Union Central Life.

Punch Holes for Mutual Life

Twenty-six teen-agers have finished an unusual job—they spent the summer punching holes through cardboard.

They perforated 10 million index cards for Mutual Life. As a result of the special project, the company will

be able to save \$5,000 a year through simplification of various card-sorting operations involved in keeping track of 1,400,000 policies.

The youths came from 13 high schools in New York and New Jersey and ranged from 15 to 18 years of age.

They notched index cards five days a week for 2½ months. Mutual figured the youngsters could handle about 350 inches of cards a week. But within a short time, they were doing far better than the minimum—and earning bonuses of as much as 50% above their regular salary.

Mayhew Made Norfolk Manager for N. Y. Life

Robert W. Mayhew, Jr., has been appointed manager at Norfolk, Va., for New York Life. He succeeds John H. Kyle, whose appointment as manager at Cincinnati was recently announced.

Mr. Mayhew has been at the company's home office as training supervisor for the middle Atlantic division. He joined New York Life as an agent at Trenton, N. J., in 1948. Two years later he was named assistant manager there and was placed in charge of the Camden sub-office.

Double Taxation Suit in W. Va. Won by Insurer

Circuit Judge Taylor at Charleston has ruled in favor of Fidelity Mutual Life in its suit brought there against State Auditor Sims, objecting to the latter's contention that insurers must pay the state tax to which foreign corporations are subject, as well as the tax they pay on gross premium income. The decision affects insurers of all classes.

At the instance of Sims, a former insurance commissioner, the West Virginia attorney general in 1951 wrote an opinion which held that insurers are required to qualify to do business, not merely before the insurance commissioner, but also before the secretary of state. This ruling, according to Sims, made insurers subject to both taxes.

A bill introduced in the last legislature which would have eliminated ambiguities in the application of the tax laws concerned failed to pass. Judge Taylor said that because the legislature declined directly to embody in the statute the construction argued by the state auditor, he gave consideration to the construction put upon the laws by the officials who had administered them over the past several years. For more than 50 years, he said, the officials supervising insurance required only the one tax.

Judge Taylor certified his ruling to the supreme court of appeals.

More September "Ads"

In addition to the national magazine advertising listed in last week's issue as being scheduled for September, Massachusetts Mutual advertising will appear in the Saturday Evening Post Sept. 12 and Time Sept. 28.

Scott Jones to Idaho Post

Scott Jones, former assistant actuary and supervisor of the violations division of the Missouri department, has joined Continental Life & Accident of Idaho as actuary. Haight, Davis and Haight, Indianapolis, will continue as consulting actuary for the company.

• The Paul Jernigan agency of Penn Mutual Life at Wichita has been moved to a ground floor location at 2629 East Central street. The new space is double the area of the old office.

• William F. Dudley has been appointed manager of the Vineland, N. J., district of the G. S. Miller agency of Massachusetts Mutual Life at Philadelphia. Mr. Dudley has been in the business for 10 years.

Guaranty Union Has Catalina Sales Meet

LOS ANGELES—Guaranty Union Life held its annual convention at nearby Catalina Island, with 56 representatives present.

President Ralph W. Smith, Sr., addressed the opening business session and spoke at the banquet honoring members of the "Quarter Million Club", talking on the fundamentals of good salesmanship.

Vice-president J. V. Hawley presented three major awards bestowed by the company: "Leadership Award" for the top producer of the year, won by Harold A. Levenson, La Canada, Cal.; "Merit Award", for excellency in management, won by Leland W. Krikava, San Jose, Cal., and "Service Award" for the longest period of club membership, won by Donald A. Lewis, Sun Valley.

Weather Star Has Birthday

The big, illuminated weather star atop Mutual Life's home office in New York City is now in its fourth year of operation.

The star changes color to signal the official forecasts of the weather bureau for the metropolitan area. A steady green light forecasts clear weather. Steady orange means cloudy conditions ahead. Flashing orange is for rain, and flashing white for snow.

Cooperman and Groman in Maccabees New York Shift

Maccabees has named N. J. Cooperman and Hyman Groman as general agents in Brooklyn at 32 Court street.

They have been general agents for the Maccabees under the trade name of the Best Insurance Agency with offices in Jamaica, N. Y. The Jamaica office will continue to serve Queens brokers and agents.

Bernard Gorson has been appointed agency manager at Brooklyn. He has been in the life insurance business for some time.

For many years he was an industrial relations counselor for the New York state department of labor.

• J. L. Brakefield, director of public relations for Liberty National Life of Alabama, was a speaker at an annual convention of realtors at Louisville.

One-A-Week

in completed applications is a challenging and profitable objective for both the experienced and the more recently recruited field associate. The Company's experience proves that consecutive weekly production and quality business go hand in hand. The Company is proud of its 141 field representatives whose One-A-Week Club records range upward to 1,850 consecutive weeks, the average being well over 8 years.

KEYED FOR
CAREER LIFE
UNDERWRITERS

EQUITABLE

LIFE INSURANCE
COMPANY OF IOWA



FOUNDED IN 1857 IN DES MOINES

EDITORIAL COMMENT

Thin and Cussed Stuff

The insurance business deserved better from the hands of John A. Appleman than what it got in the form of a superficial and venomous blast at the A. & H. business with a sideways kick at life insurance in the September Readers Digest. He is the author of legal treatises on insurance and has something of a name in that connection. The least that could have been

expected of him if he wanted to do a bit of popular writing on insurance was to give a balanced and informed criticism. What he wrote, however, could just as well have been a "we was robbed" cry written by any cub lawyer that had just got his ears pinned back by losing a policyholder case against an insurance company. It is the thinnest kind of stuff and cussed.

John Marsh's Statesmanlike Decision

Through a news article elsewhere in this issue, THE NATIONAL UNDERWRITER is happy to be the medium of conveying to the many men and women who were backing John D. Marsh for president of the National Assn. of Life Underwriters a statement from Mr. Marsh expressing his deep gratitude for this support and explaining to those who wanted to back him in a finish fight that he withdrew instead of fighting because he felt this course to be in the best interest of the National association.

Because Mr. Marsh is so widely regarded as a man ready to fight for what he believes in, some of his backers who were not present at the N.A.L.U. convention last week in Cleveland felt that he should have fought to the bitter end. But he and his advisers came to the conclusion that even if he were the winner, the National association would be the loser.

It is no exaggeration to say that Mr. Marsh's dramatic withdrawal—effected through his seconding of the nominating committee's choice of Robert C. Gilmore, Jr., for president—made him a hero quicker than it takes to tell about it. A man who has worked as hard for the National association—and his local association—as John Marsh has doesn't toss away light-heartedly the chance of becoming the titular head of the organized field representatives of life insurance throughout the United States.

In emotional impact and real-life drama, it would be hard to equal Mr. Marsh's action with anything in N.A.L.U. history. In that respect it was an extremely popular and appealing move. But also as a matter of wise and statesmanlike conduct, Mr. Marsh's decision seems to have been the right one—in the light of all the circumstances and the estate planning concept's present degree of acceptance in the life insurance business.

For it might well prove in years to

come that the division of opinion in N.A.L.U. over Mr. Marsh's securities-selling activities was due entirely to his having been too far ahead of his time. That has happened to a lot of people. This is not to say that there mightn't have been practical problems if the head of N.A.L.U. were also selling securities, even in a limited way. Some salesmen for mutual funds have shown themselves to be pretty ruthless competitors for dollars that should logically go into life insurance. It could be that they would make distorted competitive use of the fact that a registered securities salesman was head of the National Assn. of Life Underwriters. The fear has also been expressed that if securities firms and trust companies were to set up life insurance departments the N.A.L.U. would be in a weak position to oppose such moves if its president were doing the same thing in reverse.

But aside from the competitive aspects, it could well be argued that Mr. Marsh's estate planning activities are just a logical outgrowth of gearing protection to the buyer's needs instead of just selling him "another five" or "another 10"; that for the better heeled type of buyer it is illogical to try to do an estate planning job without taking into consideration the client's entire situation—including, of course, his securities and all other assets and liabilities.

It could even be contended that the C.L.U. adaptation of the Golden Rule requires an agent to take into consideration his client's general estate and what he should have in it—otherwise how can the agent intelligently tell him what life insurance he should have and how it should be set up? And if an agent is to analyze and give advice on a client's securities it seems like only a short step from there to selling him securities, if he seems to need them, rather than sending him down the street to the Joe Blow Securities

Co., which up to then has been unaware of the client's existence.

There used to be many agents who didn't sell A. & H. insurance. If their clients wanted such coverage they had to go elsewhere to buy it. Today a far higher percentage of life agents are selling A. & H. It may be that we are witnessing a development of the same sort in connection with securities owned by life insurance clients, though it would necessarily be on a much more limited scale, since nearly everybody needs A. & H. and comparatively few have the need or the money to buy securities.

Relatively few agents and agencies have clients who need this sort of service, so it is not surprising that so many life insurance men are much more aware of the possible hazards of such activities than of the benefits. Whether or not such agents constitute a majority of N.A.L.U. is immaterial. If there are enough to come even close to being a majority, then as president Mr. Marsh would have been in the

position of being head of a house divided against itself.

Mr. Marsh is a hard worker and an effective and resourceful one in his own business and in all the organizations in which he has been active. As president he could have done much for N.A.L.U. Nevertheless, in view of the difference of opinion in National association ranks about having a president engaged in what many members regard as a directly competitive line of work, one cannot but applaud Mr. Marsh's far-sighted wisdom in setting N.A.L.U. harmony and unity above the value of the contribution he could have made to the association as its president.

By what he has done—and what he has refused to do—John Marsh has shown himself to be truly devoted to the interests of N.A.L.U. Even though he is not its president, N.A.L.U. is to be congratulated on having John Marsh among those whose experience and abilities qualify him as an adviser of top rank.

PERSONALS

Herbert P. Lindsley, Occidental Life general agent at Wichita and son of the late H. K. Lindsley, founder and president of Farmers & Bankers Life there, has been elected president of the Wichita Board of Education.

Gulford Dudley, Jr., president of Life & Casualty, is vacationing at Ponte Vedra, Fla.

Booker T. Bradshaw, president and treasurer of Virginia Mutual Benefit Life, has been elected to the Richmond school board.

manager of the actuarial department. Mr. Lewis had been president of both the Los Angeles Actuarial Club and the Actuarial Club of the Pacific States, the latter in 1952.

VICTOR EISENSTEIN, 68, division manager in central Missouri for Mutual Benefit H. & A. and United Benefit Life, died of a heart ailment.

EDWARD C. MARGET, 47, of Boston, one of New England Mutual Life's leading agents, died suddenly. He was a life and qualifying member of the Million Dollar Round Table and had entered life insurance in 1941.

EDWARD J. HYMAN, 51, secretary and treasurer of Peerless Life and Colonial Life, H. & A. of Chicago, died in Michael Reese hospital there. He had been with the company since 1940.

ERNEST ACKERMAN, 74, with London Life for many years, died at his home in Toronto. He had been manager of the Bloor-Bathurst office there as well as manager of branches at Orillia and Hamilton, Ont. He retired 12 years ago.

DEATHS

GEN. JONATHAN WAINWRIGHT, who has been chairman of the Time Life of San Antonio (formerly Armed Forces Mutual Life), died in Brooke army hospital at San Antonio. Time Life is one of the M. R. Lawrence enterprises. Gen. Wainwright had appeared at commissioners' conventions and other insurance gatherings since he became a insurance figure.

JAMES W. SINTON, JR., 63, former vice-president and actuary of Atlantic Life, who retired in 1946, died at his home near Gloucester, Va. Mr. Sinton had been with the company for more than 30 years.

ALWIN W. LEWIS, 47, associate actuary of Pacific Mutual Life, died of a sudden heart attack. He went with the company's actuarial department immediately upon graduation from the University of California in 1927. He became assistant actuary in 1942, associate actuary in 1950 and also was

Blue Cross to Be Topic of N.A.I.C. Unit Oct. 2-3

The N.A.I.C. subcommittee on Blue Cross-Blue Shield has scheduled a meeting at White Sulphur Springs, W. Va., Oct. 2-3.

At a meeting of the examination committee at Columbia, S. C., with Bowles of Virginia presiding, a motion was adopted to amend the examination manual to provide that if an association examination report is not made available within 90 days after completion of the report which has been signed by a majority of the participating states, then the report should be made available to the states of their respective zones.

The committee adopted a resolution of best wishes to Oscar A. Kottler, deputy commissioner of Pennsylvania, who is confined to his home by illness on Joshua Road in Conshohocken, Pa.

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION
PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
CIRCULATION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. O. Robert Jones, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

Editor: Robert B. Mitchell.
Associate Editors: John C. Burrage, Charles C. Clarke and F. A. Post.
Assistant Editors: Ellsworth A. Cordesman, William H. Faltysiek and Warren Kayes.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadia, Southwestern Manager.

DETROIT 26, MICH.—607 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

Executive Editor: Levering Cartwright.
Advertising Manager: Raymond J. O'Brien.
Teletype CG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burrage, President.
Louis H. Martin, Vice-President.
Joseph H. Head, Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

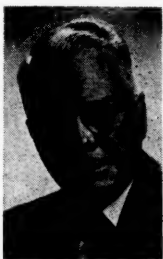
PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

Albritton Joins Gen'l American as S. W. Agency Chief

General American Life has appointed Ford D. Albritton to the newly-created post of director of the southwestern region, with headquarters at Houston.



Ford D. Albritton

Mr. Albritton formerly was vice-president and manager of agencies for Great Southern Life. He joined that company as an agent in 1923 and was named general sales director in 1935. He was elected vice-president and a director in 1941.

Mr. Albritton has been active in L.I.A.M.A. activities, serving as a director of its predecessor, Life Insurance Sales Research Bureau, in 1939 and as chairman the following year. He currently is a member of the research advisory committee of L.I.A.M.A.

Life of Va. Rate Changes Are Mostly Reductions

Life of Virginia has made several changes in the regular ordinary rates for life and term plans, and changes in underwriting rules. According to a company report, the new life rates involve a substantial reduction. However, rates have been increased on family income and mortgage redemption riders because of the large increase in the proportion of insurance issued with such riders in the past few years and the consequent necessity of distributing a more equitable portion of general expense to such insurance. Disability premiums have been reduced generally except for those applicable to term insurance, which have proven to be inadequate.

The following changes in rules are effective with the new rates and include: Term insurance—15-year term plan is added; 10-year family income and mortgage redemption riders are discontinued; 5, 10, and 15-year term plans are convertible for the full term period; minimum amount issued on 5, 10 and 15-year term plans is increased

to \$5,000; ages at issue have been extended to 60, 55 and 50 for the 5, 10 and 15 year term plans, respectively, reduced to 45 for the term to 65 plan and family income and mortgage redemption 20-year riders and to 50 for the family income and mortgage redemption 15-year riders. Disability premiums—female rates are the same as for males subject to the present differential limiting ages for issue and coverage. Fractional premiums—the loading for semi-annual and quarterly premiums has been reduced.

Mutual, N. Y., Ups Shea, Cleary, Smith

Mutual Life of New York has announced three promotions in its public relations division. James A. Shea advances to survey specialist; Raymond F. Cleary to staff assistant, specializing in radio and television publicity, and Mrs. Marjane Cloke Smith to administrative specialist.

Mr. Shea went with the company in 1950 and is a navy veteran. Mr. Cleary joined the company in 1942 and is also a veteran. Mrs. Smith went with the company in 1943 and was secretary to President Alexander E. Patterson until his death in 1948.

Jordan Names Morrison

Richard L. Morrison has been appointed brokerage manager of the Earl C. Jordan agency of Massachusetts Mutual Life at Chicago. An air force veteran, Mr. Morrison entered insurance in 1951 with Bankers Life of Iowa at Chicago.

Kansas Managers Mark First Year with Seminar

Kansas General Agents & Managers Conference observed its first anniversary with a one-day seminar at Wichita, led by Hugh S. Bell, Equitable Life of Iowa, Seattle. Nearly 50 persons attended.

Levi B. Rymph, Columbian National, Wichita, was elected president at the meeting. Mr. Rymph had filled out the unexpired term of the late Bert A. Hedges, Business Men's Assurance manager at Wichita, who was instrumental in organizing the conference. Pendleton A. Miller, New England Mutual, Topeka, was named vice-president, and Robert H. Gardner, Massachusetts Mutual, Wichita, was reelected secretary.

Besides conducting the conference, Mr. Bell also addressed the luncheon on "The Four Motors of Success", repeating the talk he gave at the N.A.L.U. Cleveland convention.

N. Y. Insurance Society Has Estate Planning Course

Stuart A. Monroe, director of field supervision of Mutual Benefit Life, will be the instructor in classes in estate planning conducted by the school of insurance of Insurance Society of New York, beginning Sept. 21. Associated with him will be B. William Steinberg, general agent there for Massachusetts Mutual Life.

This first part of the school's estate planning series includes an introduction to estate planning, forms and characteristics of property, instruments for disposition of property, the federal estate, gift and income tax laws, and a detailed treatment of business insurance. Considerable time is devoted to the various types of business organizations, their individual problems relating to disposition of interests, reorganization valuation and other tax matters. The second part will include the place of the will in estate planning, the use of trusts and gifts of property. The major portion of the second half will dwell on the analysis of actual cases and the preparation of the estate report.

In the entire course, stress is placed on developing the practical technical skills necessary for life insurance selling.

Mr. Monroe has lectured for the school for several years on law, trusts and taxes.

Estate planning will be held at 5:45 p.m. on Mondays for 15 weeks. Registration can be made with the society at 16 Liberty street.

●Unity Mutual Life L. & A. of Los Angeles has sold its five-story office building for about \$500,000 to Bernard B. Howard and has taken it back on a one-year lease. Unity is looking for land outside of downtown Los Angeles on which to construct a two or three-story office building. It would have 8,000 to 10,000 square feet of floor space and the cost is expected to range between \$300,000 and \$350,000.



Dr. S. S. Huebner, president emeritus of American College of Life Underwriters, is shown here addressing the C.L.U. conferment dinner at Cleveland during the convention there of N.A.L.U. From left, Dean Davis W. Gregg and President David McCahan of the American College; Joseph W. Smither, Jr., Union Central Life, New Orleans, retiring president of American Society of C.L.U.; Dr. Huebner; Julian S. Myrick, chairman of the American College; Dr. John S. Millis, president of Western Reserve University at Cleveland, a speaker on the American College hour program; Gerald W. Page, Provident Mutual Life, Los Angeles, new president of the C.L.U. society, and Morton Boyd, president of Commonwealth Life and president of Life Insurance Assn. of America.

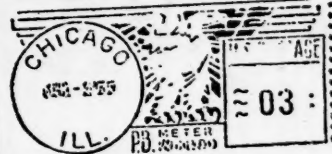
CENTRAL STANDARD LIFE INSURANCE COMPANY

Founded 1905
Chicago 6, Illinois

Important Notice

The four distinct programs included in our Direct Mail Prospecting Service guarantee live leads . . . This field-tested service offers more than a dozen profitable solutions to any prospecting problem. Your Direct Mail kit will be mailed on request.

the
neighborly
company



Mr. Alert Underwriter,
Everytown,
U. S. A.

FIDELITY

A WELL-BALANCED COMPANY



balance . . .
smoothes the way

In sailing, balance is essential
to successful performance.
In a life insurance company,
success is attained by a balance of
past performance, present progress
and future objectives.

Fidelity is
a well-balanced company.



75th
Anniversary
1878 - 1953

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Animated Cartoons Illustrate Talks of Women Agents on Sales Experiences

Even when out of earshot of the chairmen and participants, hardened observers carried on enthusiastically about the skit put on by the women underwriters committee and the Women's Quarter Million Dollar Round Table at the National Assn. of Life Underwriters meeting in Cleveland last week.

Four women agents, picked from 400 who responded to questionnaires asking for unusual selling experiences, told their stories at a luncheon session, while Paul Troth, director of group sales promotion of New York Life and cartoonist extraordinary, did rapid sketches on a machine that projected them on a screen.

Florence McConnell, John Hancock, Galesburg, Ill., told how she helped bottle-feed a litter of new-born pigs while selling a \$10,000 retirement income policy on a young farmer.

Elsie Williams, Farm Bureau Mutual, Lothian, Md., made her unusual sale to a hauling contractor who overtook her in his truck to make the purchase. He thought earlier he couldn't swing it but found his bank thought he should have

more insurance, in view of a loan he wanted.

Ethel Karene, Union Central, New York City, told how she was making partnership sales pitch on the phone. Thinking she was talking to the younger partner, she expanded on the advantages of his insuring the older partner. Then she found she was talking to the older man. Result, no sale.

Rhoda Hanson, Western Life, Missoula, Mont., related her sale of \$100,000 key "man" insurance on Mrs. Susan Haughian, Montana sheep and cattle raiser. Mention of this insurance was made in a recent *Collier's* magazine article on Mrs. Haughian.

The participants were introduced by Laura Benham, Prudential, Niagara Falls, N. Y., and Lillian Joseph, Home Life of New York, New York City, program chairmen, respectively, of the W.Q.M.D.R.T. and the women agents committee. Mary LaBella, Manhattan Life, Los Angeles, and Minna Hensley, Franklin Life, Salina, Kan., presided at the luncheon, as chairmen of the W.Q.M.D.R.T. and women agents committee, respectively.

Mutual Benefit Life to Hold Supervisors Meet

The 1953 supervisors conference of Mutual Benefit Life will be held Sept. 9-18 at Chicago. Emphasis will be placed on sales ideas and markets and sales promotion material available to the field will be described.

A course on advanced underwriting for supervisors and agents also will be introduced. General Agents Paul W. Cook, Chicago, and Robert W. Wilkinson, Minneapolis, will discuss agency management.

A series of panel and round-table discussions will cover all phases of the supervisor's duties. Nominator recruiting interview techniques will be de-

monstrated by Charles R. Soleau, Pittsburgh, and recruiting interview techniques by Gerald J. Frankson, Minneapolis. Round-table moderators will include members of the home office staff and the following field men: Arthur G. Boardman, assistant general agent at Boston; Thomas E. Duane, Akron, and Harold Buchanan, Washington, D. C.

H. Douglas Palmer, director of field training, assisted by H. Preston Smith, management training supervisor; Stuart A. Monroe, director of field supervision and Wilbur E. Hintz, assistant director of agency personnel, will conduct the 10-day conference.

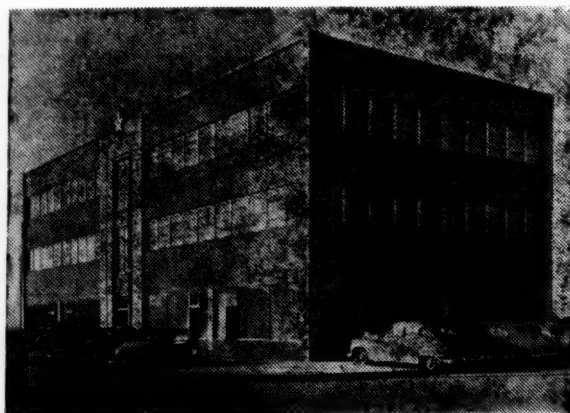
● *Mutual Life of New York*, now in its 35th year of providing double indemnity protection against accidental death, reports that more than half of its 1 million policyholders own policies containing the double indemnity clause.

Convention Dates

- Sept. 14-16, International Claim Assn., annual, The Sagamore, Bolton Landing, Lake George, N. Y.
- Sept. 14-17, National Fraternal Congress, Baker hotel, Dallas.
- Sept. 15, Fraternal Actuarial Assn., Baker hotel, Dallas, Tex.
- Sept. 20-24, Assn. of Superintendents of Insurance of the Province of Canada, Charlottetown hotel, Charlottetown, Prince Edward Island.
- Sept. 21-23, Life Office Management Assn., annual, Netherland Plaza hotel, Cincinnati.
- Sept. 21-24, National Negro Insurance Assn., Miami, Fla.
- Oct. 5-8, Bureau of A. & H. Underwriters, annual, Seignior Club, Montebello, Can.
- Oct. 6-9, American Life Convention, annual, Edgewater Beach hotel, Chicago.
- Oct. 8-10, Life Advertisers Assn., annual, Statler hotel, Boston.
- Oct. 14-16, Assn. of Life Insurance Medical Directors, annual, Hotel Statler, New York City.
- Oct. 22-24, Mid-West Management Conference, French Lick, Ind.
- Oct. 29-31, Society of Actuaries, annual, Edgewater Beach hotel, Chicago.
- Nov. 3-4, H. & A. Underwriters Conference, underwriting forum, Edgewater Beach hotel, Chicago.
- Nov. 5-7, Institute of Home Office Underwriters, annual, Edgewater Beach hotel, Chicago.
- Nov. 9-13, L. I. A. M. A., annual, Edgewater Beach hotel, Chicago.
- Nov. 30-Dec. 4, National Assn. of Insurance Commissioners, midwinter meeting, Sun Souci hotel, Miami Beach, Fla.
- Dec. 7-8, Assn. of Life Insurance Counsel, Waldorf-Astoria, New York City.
- Dec. 8-9, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York City.
- Dec. 10, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.

The Trend Toward Business Decentralization . . . Makes This the Biggest Business Property Value of the Year

in Dallas' Metropolitan Area



Here is a NEW MODERN, FIREPROOF, AIR-CONDITIONED BUILDING . . .

just 35 miles from Dallas

in an up-and-coming modern small city where living costs and taxes are low and efficient personnel is plentiful at moderate wage.

Where commuting is large scale and where the distinctive advantages of suburban city economies combine with big city facilities . . . to qualify for the new trend in general office location.

TEXAS FIRE BUILDING, ENNIS TEXAS, 35 miles via super highway from Dallas.

New 3-story steel and brick, 50x120 ft. (15,500 sq. ft.) with foundation to support additional floors. Air-conditioned, automatic elevators, centrally heated. Modern in every way. Ground floor affords excellent business rental space;

2nd floor, open space; 3rd floor divided into single, 2 and 3-room offices, suites and conference rooms. Easily adaptable to almost any kind of general offices. Built to afford maximum natural light for day; fluorescent lighted throughout for night operation.

Inspection of the building and investigation of its splendid community background should convince the far-sighted business man that here, indeed, is a rare building opportunity ready for his immediate use or profitable investment.

Contact at once: WILL G. KNOX, presently maintaining offices in the Texas Fire Building, Ennis, Texas, telephone Ennis 1720, and 15th and Congress, Austin, Texas, telephone Austin 8-6679.

Collins NALU Secretary Six Trustees Elected

(CONTINUED FROM PAGE 1)
The John Newton Russell memorial award went to C. Vivian Anderson, agent of Provident Mutual at Cincinnati and a past president of N.A.L.U. The citation, read by the award committee chairman, Judd C. Benson, Union Central, Cincinnati, also a past president of N.A.L.U., refers to Mr. Anderson's "many important contributions to the elevation of life underwriting to a professional status." It mentions his being one of the founders of the C.L.U. movement and the second man in the United States to be awarded the designation. He was the first president of the American Society of C.L.U., "devoting himself to nurturing the C.L.U. program through its early years."

Why AMERICAN MUTUAL LIFE IS A GOOD COMPANY TO REPRESENT

* SALABLE MERCHANDISE

1. Policies from one day to 65.
2. Waiver of Premium plus Income Disability.
3. Non-medical up to \$5000.
4. Special Term Riders.

* LIBERAL COMPENSATION

1. Career contracts available.
2. Special Brokerage contracts.
3. Persistency bonuses.
4. Full commission on preferred risk policies.

* A HELPING HAND

1. H. O. Training Schools.
2. Prize Winning Sales Aids.
3. Regional Meetings.
4. Production Clubs Conventions.

A General Agency Company

Write H. S. McConachie
Vice Pres.

AMERICAN MUTUAL LIFE INSURANCE COMPANY

DES MOINES 7, IOWA



Highly-rated company offers unusual DIRECT CONTRACT opportunity to good producers in Iowa, Ohio, Ark., Ind., Ky., Miss., and Mo. A complete line of:

LIFE • ACCIDENT
• SICKNESS
• HOSPITALIZATION

Your reply held confidential. Write to:
J. DeWitt Mills, Supt. of Agents

MUTUAL SAVINGS
Life Insurance Company

5701 WATERMAN

ST. LOUIS 12, MO.

Benson's Leg-Pulling Foils Guessers on Russell Award

In concealing the name of the winner of the John Newton Russell award for outstanding service to the institution of life insurance, Judd Benson, Union Central, Cincinnati, pulled a slick trick to throw the shrewd guessers off the track. With an air of serious concern, he told a few "centers of influence" that he was in a very embarrassing position—that he himself had been picked as the award winner (actually, his name was high up the list in number of recommendations) and that he was going to be in the odd position of having to announce his own name as winner. This ruse served to divert speculation from other candidates, including the right one, C. Vivian Anderson, Provident Mutual, Cincinnati, until Mr. Benson announced the winner's name at the "fellowship luncheon" following the last general session of the N.A.L.U. meeting.

It is significant, however, that he has not been content to rest on the laurels of one victory nor has he allowed defeat to deter his further efforts to bring about improvements in life underwriting."

Army Military Sales Rules Raise Company Eyebrows

(CONTINUED FROM PAGE 1)
warned specifically against discriminatory practices that might help or hurt an individual company or agent. "Extreme caution is to be exercised when granting permission for a policy to be sold on an installation so as not to convey the idea that such policy bears an official approval," the army regulations state.

A qualified officer will discuss commercial policies with enlisted personnel before they sign allotments for pay deductions and will review available government survivor benefits with the men. The allotment plan will not be permitted for buying annuities or policies on the lives of members of the serviceman's family. Any enlisted man, before being allowed to sign al-

lotment forms, will have to read and sign a statement that he understands the entire procedure and that it is a personal transaction with no army sponsorship or endorsement of any individual life company and that he has been fully advised of all the government benefits available to him. The navy and air force are not specific on this point, but call for proper counseling of enlisted personnel by insurance officers.

Post commanders are authorized to ban an agent found guilty of violating the regulations if it is determined that he is guilty of "fraudulent or unethical" conduct. Under army regulations, a commander may also ban any company from three to six months in the event of repeated and severe violations by its agents.

Raises Non-Medical Limits

Massachusetts Mutual has increased the non-medical limit on married women, widows and divorcees to \$5,000 at all ages to rated age 40 inclusive (to rated age 45 inclusive on personal security and pension trust business). The former limit was \$2,500.

Enthusiasm sells...



The Man With The Guarantee
is enthusiastic about:

- His new five-star contract.
- His complete kit of merchandise.

LIFE*

ACCIDENT

SICKNESS

HOSPITALIZATION

*All standard forms,
competitively priced,
to meet every need.



When you sell

Mutual Trust

your prospects gain the advantage of:

1. LOW NET COSTS
2. FLEXIBLE SETTLEMENT OPTIONS
3. NET LEVEL PREMIUM RESERVES
4. A STRONG SURPLUS

Mutual Trust is soundly and economically managed for the benefit of its policyholders on a purely mutual basis with a strong general agency force operating in a stable territory.

Ill., Ind., Ia., Mich., Minn., N. D., Ohio, Wash., Wis., N. Y., Conn., Me., Mass., N. H., N. J., Pa., R. I., Vt., Cal.

Exceptional Field Opportunities Available...

Write to
the Agency
Secretary

Mutual Trust
LIFE INSURANCE CO.
125 South LaSalle St., Chicago

"In Good Company..."

"May I tell you how much I enjoy reading your publication, 'The North American Way', that comes to us at premium-paying time. Its friendly, human style reflects the kind of spirit we like to see in any firm with which we do business—makes us doubly sure we're in good company in carrying our insurance with North American."*

*Typical letter demonstrates another important way in which Nalac's policy owner program helps cement closer relationships with clients—contributes to better renewal experience—puts more money in the underwriter's pocket.

NORTH AMERICAN Life and Casualty Company



Founded 1896

HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President
J. E. SCHOLEFIELD, Vice-President
Director of Agencies

ACCIDENT

A. & H. Companies Studying Cover for Retired Workers

Companies writing A. & H. insurance are now studying the question of how to provide that form of coverage for retired workers, in view of the widespread interest among life companies and agents at the present time in retirement plans.

The basic purpose of A. & H. insurance as now written is to protect earned income and those on the retirement rolls would not, of course, be eligible for it on that basis. One idea that is under consideration is to put it on somewhat the same basis as paid-up life insurance, with the insured making extra premium payments during their working years to provide the protection after retirement.

Wright New Wis. President

Wisconsin State Assn. of A. & H. Underwriters at the annual meeting at Nakoma Country Club, Madison, elected Gibson Wright, Continental Casualty, Eau Claire, as the new president. The regional vice-presidents are F. E. Chase, Woodmen Accident, Green Bay; Alex S. Dorman, Illinois Mutual Casualty and Wisconsin National Life, Racine; Charles H. Gilbert of Madison; Dale B. Potts, Continental Casualty, Milwaukee; Arthur Wellens, Time, Fond du Lac, and George R. Welter, Washington National, Eau Claire. Leo Packard, Packard agency, Milwaukee, was reelected secretary, and the treasurer is Eugene Malone, Time, Milwaukee. Gene Ebersol, North American Life & Casualty, Milwaukee, is international association director for Wisconsin.

Edwards Seattle Speaker

Charles F. Edwards, general agent at Seattle of New York Life, will speak at the Washington Assn. of A. & H. Underwriters first fall luncheon meeting Sept. 9 at Seattle.

A report on the International convention at Chicago will be given by C. H. Tull, Provident Life & Accident, Seattle.

More Bureau Speakers

The keynote speaker at the meeting of Bureau of A. & H. Underwriters Oct. 6-8 at Seignior Club, Montreal, will be Clarence J. Myers, president-elect of New York Life, whose topic will be "A Life Insurance Executive Looks at the Accident & Sickness Business."

Other speakers have been scheduled in addition to those previously reported. Manton C. Eddy, Connecticut General Life, will discuss "Group Insurance—Today and Tomorrow" at the opening session. William deV. Washburn, president of American Health, will talk on "Hospital Insurance—Where Do We Go from Here?" to lead off the second session, and the opening speaker at the third day's meeting will be Francis S. Perryman, Royal-Liverpool group, on "The Expense Factor."

Name Conference Chairman

Committee chairmen of H. & A. Underwriters Conference have been appointed by H. Lewis Rietz, Lincoln National Life, the president. The committee assignments named 289 appointees from 137 companies. The committees and their chairmen are:

Blanks, S. F. Conrod, Loyal Protective Life; business standards, E. A. McCord, Illinois Mutual Casualty; claims relations, E. J. Faulkner, Woodmen Accident; conservation, Frank L. Barnes, Ohio State Life; conventions, J. B. Donnally, Pan-American Life; costs, G. M. Grady, Monarch Life; disability co-

ordinating, R. L. Paddock, Time; education, W. J. Huggan, Progressive Life; finance, R. J. Wetterlund, Washington National; group, G. N. Watson, Colonial Life; hospital and medical, Don Hodder, Woodmen Accident; legal, J. A. Henry, Continental Assurance; medical directors, Dr. W. H. Scoins, Lincoln National Life; membership, James Farley, Paul Clement, Minnesota Commercial Men's; non-cancellable, W. Wright, Pioneer Mutual Life; planning, Robert R. Neal, North American Accident; public relations, Frank S. Vanderbrouk, Monarch Life; social insurance, Neville Pilling, American Guarantee; special risks, C. D. Scott, Great American Reserve; standard provisions, Dudley Porter, Jr., Provident Life & Accident; statistical, John H. Miller, Monarch Life; taxation, W. Russell Arrington, Combined, and underwriting, C. M. Barry, Ohio State Life.

Ups Weekly Indemnity Limit

The weekly indemnity limit on health insurance has been increased by Connecticut General Life. This raises the weekly indemnity limit to \$125, an increase of \$25 over the old rate. The company's accident indemnity limit has been \$125 for some time.

Tenn. Department Broadcast

A 15-minute radio broadcast on the functions of the Tennessee department will be transcribed in the studio of WSM and distributed to radio stations over the state. Another program will feature the State Safety Council's "Live and Let Live" safety campaign.

Kansas Assn. Sets Record

Membership of Kansas Assn. of Life Underwriters has reached the all-time high of 857. The goal for the year is 903 members.

Points to Inflation's Effect

Philadelphia Trust Co. has sent a notice to 18,000 of its depositors urging them to review their life insurance programs because of the increased cost of living.

Copies of the notice also were sent to life agents in the Philadelphia area, along with an explanatory letter saying it is hoped the notices will help agents arrange interviews to review insurance programs.

Northwestern Life of Seattle has named Herbert L. Cochran associate manager of its home office agency. For three years Mr. Cochran has been with National Public Service Ins. Co. of Seattle.

WANT ADS

WANTED

Life, Accident & Health Executive
Newly organized Life Insurance Company entering the life and accident field desires experienced home office trained life executive capable of administering all phases of organization and promotion activity. Address U-8, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ASSISTANT ACTUARY

Rapidly growing progressive Upper Midwest Company has opportunity for man with actuarial experience. Prefer Associate in Society but will consider one who has passed 4 examinations. Please state age, experience, marital status and salary expected. Address U-11, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY AVAILABLE

Fellow of Society of Actuaries under 35 desires association with progressive organization. Write Box U-23, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Want to Run a Lively, Productive, Informal Conference? Here's How the Experts Do It

By ROBERT B. MITCHELL

NEW YORK—The informal conference or "round table" type of meeting, in which a group of a dozen to 20 or more participate actively in discussions is increasingly popular and could be much more widely and effectively used in the insurance business if its techniques were better understood. A meeting like this can fall flat on its face unless it's run on the right basis. There's a lot more to it than just getting a bunch of men together with a subject to discuss and a leader to guide the discussion.

Inquiry of men who put in most of their time running these conferences reveals that there's a well-defined technique to it, though the more effective the technique the less apparent it is.

A successful group conference can stimulate thinking as nothing else can and, if run right, can leave the participants eager to go back to their regular jobs determined to put into practice what they have learned. But a conference also faces the constant danger of being sabotaged by the loudmouth, by the bore with nothing to say and no sense of the passage of time, by the "corner conference" of three or four who distract the rest of the conferees and are missing the main stream of discussion; by the murmurer who keeps talking in an undertone to his neighbor, by the tendency of unskilled discussion leaders to carry the ball too much of the time instead of adroitly passing it to someone else; and most of all by the tendency of the discussion to ramble because the leader

isn't onto his job of herding the participants toward a conclusion.

The discussion leader's biggest job is controlling the group without being dictatorial. In fact, he makes every effort not to embarrass people even when their thoughtless behavior doesn't entitle them to much consideration. He can get a lot farther with compliments than with chiding.

Preparation starts well in advance of the meeting, usually requiring at least four hours of preparation for each hour of conference. It helps the leader to make a list of questions that should be brought up. Probably most will come up without prompting. Those that are not brought up he brings up himself or he asks leading questions that cause conferees to ask them.

Looking over the meeting room in advance, he unostentatiously decides on strategic places for himself and those who are helping him run the show. Usually the "team" should be distributed around the table so too much of the initiative won't seem to be coming from one sector. Spreading the team around promotes a cross-fire of discussion and questioning.

Cutting short a bore who doesn't realize that his audience is getting glazed-eyed calls for real skill and diplomacy if the leader is to avoid hurting the man's feelings and casting an embarrassing pall over the gathering. One good way—and a sure one, because even the longest-winded bore has to breathe—is to watch him closely and when he draws a breath, jump in with something like, "Gee, that's an interesting point, Bill. Bob Jones, what do you think about that?"

The corner conference in which a little knot of conferees become absorbed in a related side-discussion of their own, can be handled without offense to them. If the leader happens to be speaking, he might say, "What was that you were saying, Charlie? I think we'd all like to hear it."

If someone other than the leader is talking, the leader can interrupt the speaker and say, "Jones and Zilch may have a worth-while point that they're discussing and I think we'd all be interested in hearing about it."

The man who persists in talking in a distracting murmur to his neighbor is handled a little differently. One way is for the leader to continue talking, gradually and imperceptibly increasing the loudness of his voice. The murmurer usually unconsciously murmurs a little louder so his neighbor can hear him. Then the leader abruptly stops talking. In this otherwise complete silence the murmuring comes out good and clear and the murmurer immediately gets the point.

The leader has to be just as attentive when he's not talking as when he is. He must be constantly watching for signs that tell him what is developing that may foul up the meeting or at least lessen its effectiveness. One very successful discussion leader who constantly is on the watch for "audience reactions" says he calls a recess if he sees as many as three "sleepers". They needn't be actually asleep but if their attention is wandering he knows it is time to take quick action. He finds that sometimes it is invaluable to have two breaks in each half-day session instead of the customary single recess.



C. Vivian Anderson (right), Provident Mutual, Cincinnati, listens as Judd C. Benson, Union Central, Cincinnati, reads the citation awarding Mr. Anderson the John Newton Russell memorial award for outstanding service to the institution of life insurance. The award was announced at the fellowship luncheon that followed the final general convention session of the National Assn. of Life Underwriters meeting at Cleveland.

Pilgrim Life, New Indiana Company, Now Licensed

Pilgrim Life of Indianapolis, which was incorporated last November, has been licensed in Indiana.

Principal officers are C. C. Hodges, president; John A. Foddrill, vice-president; Robert D. Jackson, secretary-treasurer. Directors, besides the officers are J. Floyd Beldon, C. Edwin Wheeler Jr., Francis X. Newman and Dr. Paul A. Desjean, the latter serving as medical director.

Offices are in the Union Title building at Indianapolis. The company has capital of \$100,000 and a paid-in surplus of \$200,000. Stock is still being sold at \$6 per share.

Strictly a life company, Pilgrim Life is offering the usual founder's policy and an executive preferred risk plan for ordinary life. The company now has 14 agents.

Mr. Hodges is a native of Indiana, formerly in the insurance business at Bedford. His 18 years in the field include positions with Jefferson National and Citizens National, both of Indianapolis.

ENDOWMENTS SHOULD BE FLEXIBLE, TOO!

WHAT HAPPENS when an Endowment owner finds that his kind of policy is temporary, too? Needs, like wants, can change. Suppose an Endowment owner does discover he'll still need insurance after his policy would mature? Suppose he has meanwhile become uninsurable? It's not the money he will eventually save but the protection that will eventually terminate that concerns him then.

The built-in flexibility that's standard in all of Occidental's straight Endowments may possibly help him then—like this:

During the 90-day period when cash value equals the single premium for the same amount of Life—not Endowment!—insurance, the insured may change to a paid-up Life policy—without evidence of insurability!

It's a typical Occidental offering.

"A Star in the West..." ☆



HOME OFFICE • Los Angeles
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

Growth!

During the first 7 months of 1953, the Lutheran Brotherhood Sales Force produced

\$43,373,568

of new life insurance, issued and paid for. This is a

30% Increase

over the sales of new business for the first 7 months of 1952.

Admitted Assets as of Dec. 31, 1952

\$93,919,742.35

Life Insurance in Force July 31, 1953

\$450,153,533.00



A Service Guide A

Valuable Paper Wallets

One or a Thousand

Write for Brochure

J. M. NEWMAN

2328 N. Henderson Dallas, Texas

New Texas Insurer Starts with \$3 Million

John B. Mills and Neely G. Landrum, Dallas financiers, have established a new life insurance company—Mercantile Security Life with resources of \$3 million, \$1 million capital and \$2 million surplus. Home offices are the downtown Dallas Mercantile Securities building which the company owns. Mr. Mills is chairman and Mr. Landrum is president of the new company.

All of the company's stock is closely held and none is offered to the public. The \$3 million in resources which the founders have made available is said to be the largest investment of capital in any new life insurance company which has ever been started in the southwest. It is operating in Texas and will operate in other states as the expansion becomes feasible, Chairman Mills stated.

Mr. Mills is managing director of the Associated Federal Hotel System, chairman of the Texas Aluminum Co., and of Federal Underwriters, as well as president of several other companies. Mr. Landrum, an independent oil operator, also heads several other important companies. J. N. Nutt, executive vice-president, is a former Granbury, Tex., banker and former senior examiner of the board of insurance commissioners of Texas.

Other officers are Floyd V. Gish, vice-president and agency director; Ralph W. Milburn, vice-president; Cecil Mills, vice-president; James N. Landrum, vice-president; H. Edward Smith, secretary-treasurer; Joel T. Williams, Jr., assistant secretary-treasurer; Paul V. Montgomery, consulting actuary; and Dr. James K. Ross medical director.

At Albuquerque, Central New Mexico association had an open forum on social security with T. B. Ingwersen, Connecticut Mutual general agent, as moderator.

A. L. C. Speakers Told

Among general session speakers who will address American Life Convention's annual meeting in Chicago in October are:

D. D. Murphy, South Carolina commissioner and president of N. A. I. C.; John Fisher, Canadian Broadcasting Corp. commentator; William D. Breiby, vice-president of Pacific Mutual Life; Laurence J. Ackerman, professor of insurance and dean of University of Connecticut school of business.

Also, C. Hamilton Moses, Arkansas Power & Light chairman; Ray D. Murphy, Equitable Society president; Leroy A. Lincoln, Metropolitan Life chairman, and Morris G. Fuller, president of State Farm Life.

Plan La. Jamboree

Louisiana Association of Life Underwriters will hold a "life underwriters jamboree" at Baton Rouge Sept. 25.

Program highlights will include a film, "Looking Ahead," and addresses by Phill McGee, manager of the social security administration office at Baton Rouge; Leo Sexton, director of industrial agencies for American National; and C. L. O'Quinn, Aetna Life, Laurel, Mississippi, a new trustee of N.A.L.U.

Begin Adams Campaign

The field force of Ohio State Life has started its annual President's Campaign in honor of Charles Adams. The campaign will close Oct. 30. Special awards will be made to the leading producers and the top agency will receive the President's Trophy.

6,000 Own Gulf Life Stock

NASHVILLE, TENN. — Equitable Securities Corp., which headed a syndicate that recently sold an issue of Gulf Life stock, has revealed that owners of Gulf stock now number 6,000 in 45 states and five foreign countries.

Wide-Spread Policy Cancellations Result In BBB Campaign

Immediate results have been noted in Fort Wayne following an educational program spearheaded by the local Better Business Bureau to inform Fort Wayne policyholders about the product they purchase.

That this move was necessary, said Jasper M. Rowland, director of industry relations for the bureau, was proved by a recent and welcome lapse in what had become almost an epidemic-like habit among Fort Wayne citizens of canceling their life policies and buying term insurance through other companies.

On the other hand, that the campaign has not accomplished all it set out to do, Mr. Rowland added, is seen in a comparison of the response the bureau received to two offers it made over the same Fort Wayne radio station. One offer had to do with a booklet on clothing, the other with insurance. Even after the bureau's insurance-education drive had run its course, eight more people inquired about the clothing booklet than the insurance publication.

Besides the radio stations, the BBB also used the two Fort Wayne newspapers, the Journal-Gazette and the News-Sentinel, which printed five bureau letters addressed to "Mr. and Mrs. Buckspender," the first of which began:

"You have been asking us a lot of questions about insurance during the past year. Because of this, we think it might help you if we put on paper some of the things you should know about insurance. This is the first of several letters in which we'll try to point out things we think you should look for and also some things we feel you should look out for."

The letters were prepared and presented in cooperation with the Life Underwriters Assn. of Fort Wayne. After the first paragraph in the initial letter, quoted above, the purposes and aims of the newspaper campaign were set forth, and in following letters, were elaborated upon.

The second letter outlined the "four basic types of policies," the "term," "whole life," "limited-payment life" and "endowment," and the advantages and benefits of each.

The third letter described various types of policy riders available to the insurance buyer. Illustrated were the "family income" and "mortgage cancellation" and the "return of premium" rider, and accompanying charts showed their mechanics in simplified form.

First, the basic policy was sketched in for each. This was indicated by a rectangle. To supplement the text about the first two riders, a gradually descending line was drawn from the origin of the policy (far left side of the rectangle) to a location on the rectangle which represented the point at which protection is reduced to the amount of this basic policy alone. A similar line, in this case gradually ascending, illustrated the workings of the "return of premium" rider.

The fourth letter cautioned policyholders against unethical agents and "twisters" and defined the latter clearly. It hastened to say, however, their advice and help are invaluable. "It is a good idea," the letter advised, "to require him (the twister) to fur-

nish a written statement of his proposition."

Finally, in the fifth letter sources from which the policyholder can get information pertaining to insurance were listed. These included: the policyholder's company or agent; the Institute of Life Insurance; the Indiana department; the National Assn. of Life Underwriters; the veterans administration and veterans' centers, and the Better Business Bureau.

Equitable Society Names 2 to Managerial Posts

Equitable Society has appointed two new managers—Richard W. Berlin at Seattle to succeed Clement J. Sauter who is retiring after nearly 50 years with the company, and Luke F. Cowan at Cheyenne. He succeeds David S. Bethune who is retiring after 42 years with the company.

Mr. Berlin joined Equitable in 1947 and became San Jose district manager two years later. Mr. Sauter began his half-century insurance career as a clerk for the company in Pittsburgh. He went to San Francisco in 1913 and was promoted to cashier in 1921. Two years later he was appointed Seattle manager. He is a past president of Seattle Life Managers Assn. and Seattle Life Underwriters.

Mr. Cowan went with the company in Denver in 1943 and became unit manager three years later. Mr. Bethune began his long career as an agent in Montana in 1911. He went to Oakland, Cal., in 1923 and later was appointed manager in Washington, D. C. He has headed the Cheyenne office since 1941.

Examiners' Report Shows Royal Neighbors Strong

An examination report on Royal Neighbors of America, showing strong reserves, increases in insurance in force, assets and membership, favorable interest earnings and low mortality has been filed with the Illinois department.

The report covered Royal Neighbors operations for the 4-year period ending Dec. 31, 1952, during which the insurance operations of the society "have been consistently productive," the report states. Illinois, Wyoming and Arizona departments participated in the examination.

Certificate reserves are on the commissioners' standard ordinary 2½% basis. In addition, the examiners report general contingency reserves and unassigned funds amount to \$14,609,098.

The report states that insurance in force has increased from \$387,321,364 to \$407,382,632, and membership from 526,293 to 541,162.

*MINNESOTA *NORTH DAKOTA *SOUTH DAKOTA *MONTANA
*OREGON *WASHINGTON *IDAHO

IT'S HARVEST TIME AGAIN...

This is the time of year the rich farmlands of the "Provident States" give up their fruits to skillful farmers who ship them around the world. Money is jingling in the pockets of people in the "Provident States", making it one of the richest life insurance markets in the nation.

You can sell life insurance easier in the "Provident States" if you represent a "Home Grown" company like the Provident. We award our contracts carefully, but there is one for you if you can qualify.



**THE PROVIDENT
LIFE INSURANCE COMPANY**

Bismarck, North Dakota

JOSEPH DICKMAN, Vice President

Life - Accident - Health - Hospitalization - Annuities - Pension Trust

*These are the Provident States.

Fine Business Stationery
is Watermarked

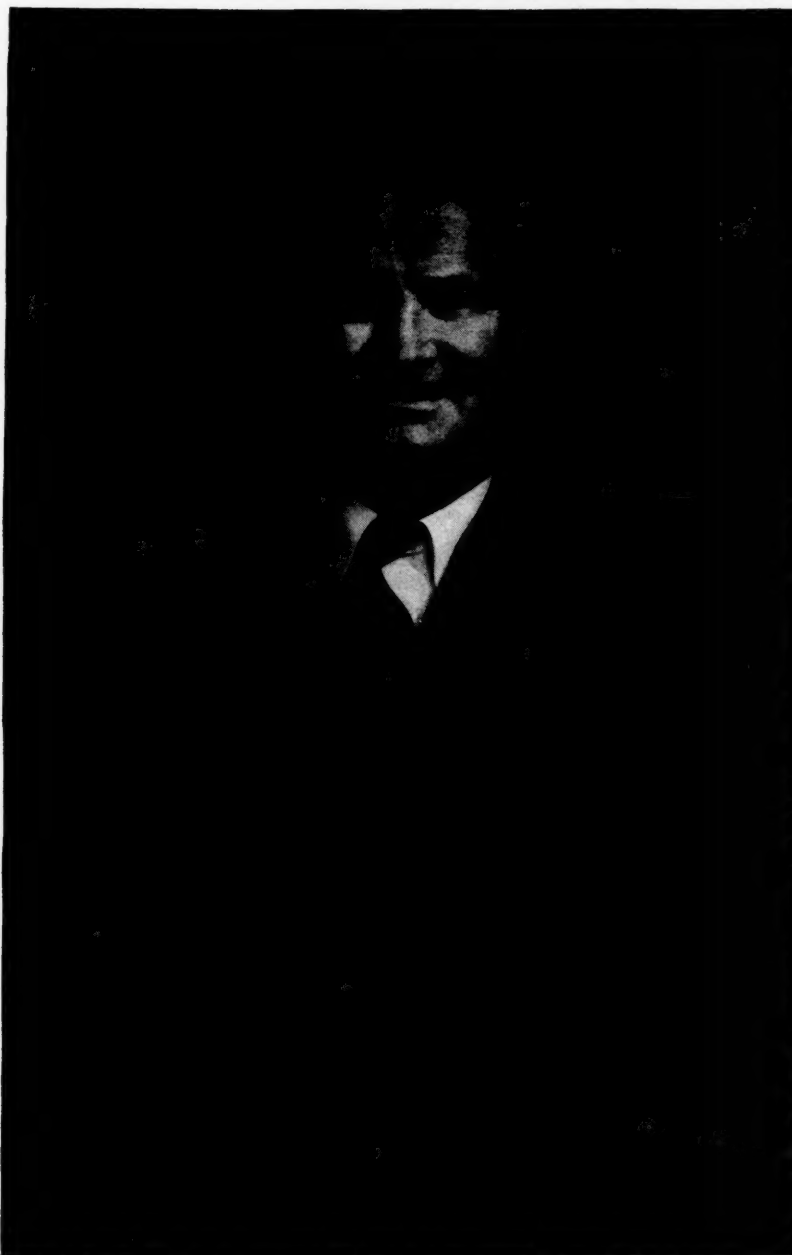
FOX RIVER

COTTON FIBER PAPER
FOR THE
INSURANCE BUSINESS



"Say it" on Fox River cotton-fiber paper, and it will always be there! Cotton-fiber assures permanence for policies, special settlements, office forms, all vital correspondence. Hardest file-handling hardly shows. Stays white for years... has that currency-feel that makes an impression of stability. Ask your printer for bond, onion skin, or ledger samples... or write FOX RIVER PAPER CORP., Appleton, Wisconsin. Makers of fine papers since 1883.

"If you want to be happier...more secure ...be discontented"



A statement suggesting a constructive attitude toward life insurance

by **WILLIAM A. ROBERTS**

President

Allis-Chalmers Manufacturing Company

"TO SAY that a larger measure of happiness can come from being discontented seems a contradiction.

"Yet if a man is to have maximum success in his work, if he is to enjoy a fuller, richer life, the feeling of being 'dissatisfied' with his present accomplishment is vital.

"And certainly this habit of discontent is one of the surest safeguards to family security. We often see the unhappy consequences when a husband or wife carries to extreme the attitude, 'We're satisfied, things are going all right.' So many times, the result of such complacency is *insufficient life insurance*—far too little to provide for the family's needs.

"And the healthy habit of discontent automatically creates another good habit. That is *reviewing* one's life insurance at regular intervals.

"The man who is 'restless' enough to keep alert to his changing needs for life insurance can, and usually does, build the kind of security he wants for his family."

HOW THE NORTHWESTERN MUTUAL AGENT PREPARES TO SOLVE YOUR PROBLEMS

BY CHARACTER, ability, and training, Northwestern Mutual agents are well qualified. Many have earned the designation of *Chartered Life Underwriter*.

Why do they choose to represent this company? It is one of the world's largest, with over 95 years' experience. It accepts applications only through its own agents.

Because of its unique advantages, including low net cost, nearly half the new policies issued go to present policyholders.

For a sound review of your security plans, call a Northwestern Mutual agent.

A NORTHWESTERN MUTUAL POLICYHOLDER. Life insurance with the Northwestern Mutual plays a substantial part in Mr. Roberts' personal program. He owns a total of fourteen individual policies with this Company.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, AUGUST 17 AND SEPTEMBER 14; IN NEWSWEEK, SEPTEMBER 28 AND OCTOBER 26

Insurance made me my first million!

"I look at it this way. A man's first responsibility is to provide financial security for his family. Early in my career, I was able to do that through life insurance. Through planned purchase, as recommended by my life insurance man, I was able to establish a sound and adequate estate to meet future needs. Then—and only then—I felt free to take the calculated risks a man must take to make real money. Yes, I hand life insurance a lot of credit for my success."

By arranging for his Company to share important responsibilities, the Life Insurance salesman offers his customers courage and freedom to forge ahead . . . gains for himself community-wide respect and the satisfaction of a worthwhile job well done.



ÆTNA LIFE INSURANCE COMPANY

HARTFORD 15



CONNECTICUT